

Brett Albert

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Education

University of Massachusetts Amherst

Isenberg School of Management

Mark H. McCormack Department of Sport Management

Master of Business Administration (MBA)

Master of Science in Sport Management (MS)

Amherst, MA

May 2017

Pennsylvania State University

Smeal College of Business

Bachelor of Science in Management (BS)

Minor: Engineering Entrepreneurship

University Park, PA

May 2012

Experience

University of Massachusetts Amherst

Lecturer and Case Study Author

Graduate Assistant

Amherst, MA

September 2017-Present

September 2015-July 2017

- Design and teach courses in the McCormack Department of Sport Management
 - Focus on Sport Marketing Research, Sport Marketing, Sport Economics, and Sport Finance
- Draw on industry lessons learned to design new Sport Marketing Research undergraduate course
- Research and write sport case studies to help launch the McCormack Center for Sport Research
- Integrate class projects with industry partners to create comprehensive learning experiences
 - Experiential learning projects conducted with UMass Athletics and Paciolan
- Nominated for a Distinguished Teaching Award by students in the Fall 2018 semester
- Continued SRTI evaluation scores above the campus, college, and department averages

Pet Krewe

Chief Marketing Consultant

New Orleans, LA

March 2018-September 2018

- Designed and wrote digital marketing research briefs to secure license agreements between Pet Krewe and notable entertainment brands like Sesame Street and the NCAA
- Implemented a comprehensive CRM system to monitor and optimize customer relationships
- Launched digital marketing campaigns via Google and Facebook to differentiate the Pet Krewe brand

Turnkey Sports & Entertainment

Freelance Researcher

Research Intern

Haddonfield, NJ

October 2016-March 2017

May 2016-August 2016

- Performed market research to uncover key insights for sport clients ranging from the NFL to marathons
- Utilized SPSS and Excel to carry out statistical analyses for clients and colleagues
- Designed and implemented surveys to accurately assess fan sentiment and customer engagement
- Walked clients through final deliverables to help explain results and methodologies

Regional Economic Models, Inc.

Junior Associate Economist

Assistant Economist

Amherst, MA

July 2013-November 2014

June 2012-June 2013

- Performed economic modeling simulations and technical writing for consulting projects totaling more than \$500,000 in company revenue
- Led over 100 webinars and lectures discussing public policy and economic modeling techniques
- Wrote winning proposals to answer RFPs
- Led launch of eREMI database to aid regional governments in economic forecasting decisions
- Generated over \$100,000 in database sales over first year of launch

Consulting Papers and Case Studies

- *Public Subsidization of Abandonment: A Case on Taxpayers Funding Team Movement*
- *A Rebirth of Rivals to the NFL Monopoly*
- *'47 Brand Market Research Analysis*
- *A Comprehensive Approach to Valuing the University of Massachusetts Football Program*
- *The Economic Impact of the Eastern States Exposition*
- *The Economic Impact of Downtown Miami*