

JOANNA L. JENKINS

EXPERIENCE

CONSULTING

Principal

5/11- CURRENT

Research & Creative Boutique with a Commitment to DEI, Education, Design & Strategic Communication; expertise in media, culturally sensitive and socially informed strategic planning/solutions.

CONSULTING: [relevant recent clients]

> *Cardinal Change, 7/20 - Current*

DEI Education & Corporate Learning; Facilitation; Program & Curricula Development/Decolonization, Socially & Culturally Informed Teaching Strategy, Equity Systems & Metrics, DEI Auditing; DEI Strategic Planning; Research & Development; Focus Groups/ Interviews, Surveys, Diagnostics, Custom Workshop and Training, White Papers, Reports, Historically Excluded Audience Insights.

> *Coach Diversity, 1/22 - Current*

Inclusive Leadership Program & Curriculum development; Executive Training; Online Executive Learning Development

> *Grow: DEI Consulting, 1/21 - Current*

DEI Education & Corporate Learning; Facilitation; Program & Curricula Development/Decolonization, Socially & Culturally Informed Teaching Strategy, Equity Systems & Metrics, DEI Assessments; DEI Strategic Planning, Historically Excluded Audience Insights.

> *Kindred, 4/21-8/21*

Educational program and curriculum development for executive/c-suite corporate training; facilitator training; ESG (environmental, social, governance), CSR (corporate social responsibility), DEI, environmental justice, re-entry strategic planning.

Creative/Art Direction; Strategic Communication & Planning; Diversity, Equity & Inclusion (DEI); Education & Program Development; Research; Assessment; Data Visualization; Teaching, Training & Facilitating, Branding & Marketing

Implementation, execution, vendor relations, media strategy, business acquisition, presentation of deliverables, etc.

> *Author, Speaker, Thought Leader / Thought Partner, Moderator, Presenter, and Panel Expert*

Concept to Completion; small businesses, entrepreneurs, government, non-profit and corporate/private ventures: Ford Motor Company, Blvd Content, Financial Solutions, [Core Digital Media](#), [AdColor](#), WKU, Nielsen, [MSL](#), [Method](#), [XenoPsi](#), [Emerson](#), [Elon](#), [TedXTalk](#), [BTM](#) (expertise in race, culture and generational cohorts: Millennials, Baby Boomers, Gen X, Gen Z etc.)

MOORE COLLEGE OF ART & DESIGN

PHILADELPHIA, PA

Associate Dean of Graduate, Professional Studies and Continuing Education

8/18-2/2021

Moore College of Art & Design is a mission driven institution dedicated to excellence and careers in art and design. Moore is committed to art access and adapting to future needs of creative professionals associated with industry, technology, and diverse and inclusive populations. Moore College primarily serves women, LGBTQIA+ and non-binary students.

ADMINISTRATION:

- Direct/Oversee budget; program, administration and capital; +3 million dollars.
- Direct youth and adult programing; development; operations; curricula; academic, professional and career advising: (22 courses) grades 3-12, (1) **pre-college residential program**; grades 10-12; (4) **adult certificates**; (1) **teachers' residential program**; **professional development programing**; (4) graduate programing; MA/MFA/**Socially Engaged Art MA** & post-bac/ **Art for Special Populations; learning differences, cognitive and physical disabilities.**
- Grant Writing, Research, Gifts/Fundraising collaboration to support cross sectional education coalitions, create engagement events and acquire scholarship funding; +100,000.00 annually.
- Lead communication plan, ad/marketing materials, media planning and community outreach for graduate, youth, continuing education and professional development studies; vendor relations, media for recruitment print and collateral, etc.
- Creative direction, design, and audience engagement strategies for print collateral, promotional materials, social media, direct mail, marketing, branding and media campaigns.
- Lead faculty and staff hiring; human resources; recruit, hire, train, evaluate, onboard, engage and exit faculty and staff; **10 programs, over 670 students, over 80 faculty and 9 staff.**
- Create, implement and measure **Diversity, Equity and Inclusion (DEI) strategies** for student and faculty recruitment, curricula development, evaluation, and retention initiatives. **DEI Taskforce, DEI Committee lead**; custom resource development; event design and event implementation.
- Oversee and advance collaboration for accreditation, assessment, data analytics for metrics; evaluation; middle states; implementation of act 48 credits, professional and credit pathways.
- Develop and advance strategic planning, change management, and metric systems within youth, professional and graduate education; enrollment, admissions, recruitment planning and implementation.

EDUCATION & ADVISING:

- Teach, Mentor and Advise students in curricula, college/graduate school preparation, graduation requirements, internships, practicums, fellowships and career planning.
- Develop graduate student research, methodology, exhibits, installations and thesis / dissertations.

STRATEGIC MARKETING & COMMUNICATIONS:

- Lead communication plan, ad/marketing materials, media planning and community outreach for graduate, youth, continuing education and professional development studies;
- Vendor relations, production and operation needs.
- **Social Media, content strategy, implementation**; social media advertising/marketing and strategy.
- **Conduct market research for data acquisition and customer engagement strategy.**
- Implement outreach strategies in support of faculty activity, DEI/inclusive populations, increased enrollment and program visibility.
- Supervise, write and edit content for print collateral, articles, fact sheets, website, interviews, brochures and backgrounders.
- Development of presentations, reports, and information materials in support of strategic communications, outreach and enrollment.
- Creative direction and graphic design for print collateral, promotional materials, social media, direct mail, marketing, branding and media campaigns.
- Customer relations, satisfaction and engagement plan.

ANA FELLOW / VPP: McCann Worldwide
NEW YORK, N.Y.

ANA Fellow / Association of National Advertisers Educational Foundation

(Association of National Advertising)
6 /18

- Research: Exchange fellowship program between the advertising/marketing community and academia.
- Conducted observational surveys, interviews, and presentations with leading agencies, communication firms, and change expert exploration.
- Conducted ethnography at McCann NYC.
- Conducted deep dive; brand strategy/activation, brand narratives, social media, media analytics, internship program and hiring strategies at McCann NYC.
- Conducted presentation and workshop: exploration of internship curriculum, professional development, preparedness for McCann Interns.

**RUTGERS UNIVERSITY:
NEW BRUNSWICK, N.J.**

Visiting Scholar: Center For Minority Serving Institutions—*Rutgers Graduate School of Education*
2020-Current

Develop research to elevate the educational contributions of Minority Serving Institutions, ensure participation in national conversations, increase rigorous scholarship on MSIs, advance effective policies that have a positive impact on strengthening HBCU/MSIs, develop and support of their students, faculty, and secondary school communities.

**HOWARD UNIVERSITY:
WASHINGTON, D.C.**

Assistant Professor & Strategic Communications Program Coordinator
2010-2018

Howard University is the nation's leading research, doctoral university and HBCU. Howard University's unique mission represents an unwavering commitment to its core values of leadership, excellence, truth, and service, which is deeply woven within its research, faculty, and student body.
Educator and Administrator 2010-2018

EDUCATION:

Lecturer (2010); Professor of Record (2011-2013); Assistant Professor (2013-2018)

- Active Scholar: published peer reviewed book(s), produced research, book chapters, academic articles, and professional white papers.
- Created, developed, and taught new courses for undergraduate and graduate study;
 - Introduction to Advertising
 - Fundamentals of Advertising & Storytelling, (Original Course Creation)
 - Advertising Sales
 - Advertising Media Planning & Buying
 - Consumer Behavior (Original Course Creation)
 - CapCOM Labs (Capstone Course)
 - Research & Marketing
 - Copy Writing & Design
 - Campaigns
 - Strategic Communication
 - Media Ethics
 - Media Psychology (Original Course Creation)

ADMINISTRATION:

Executive Director of Capstone

Student Strategic Communications Firm; approx. 60 students, 8 clients.

- Created refreshed vision and strategic plan for Capstone course
- Maintained programmatic excellence, rigorous evaluation, finance, administration, core assessment portfolios, fundraising and communications systems;
- Recruited and engaged Capstone Community action staff, clients, volunteers, partnering organizations and funders.
- Led, coached, developed Capstone high-performance senior strategic communications team.
- Ensured effective systems to track and regularly evaluate program outcomes to inform program management and strategic planning.
- Expanded revenue through fundraising and grant development activities.
- Deepened and refined all aspects of community relations, partnerships, external presence and cross functional coalitions to garner new opportunities to fulfill Capstone's mission, vision, political agency and social justice orientation.

Advisor; Academic and Career Development Advisor; +80 students

- Provided comprehensive academic, graduation and career advising services to students.
- Recommended approval or non-approval on matters affecting student status, graduation, withdrawal, reinstatement, re-enrollment, awards, and course selection.
- Developed strategies to support students having academic difficulties; probation.
- Designed strategies to inform faculty in advising issues and student support; served as liaison between students and faculty, staff, and administrators.
- Maintained academic records; reviewed and evaluated transcripts.

Strategic Communications Coordinator; 9 faculty, adjunct hires, +400 ad & public relations students

- Advised administration on best practices to integrate technology and industry standards within curricula.
- **DEI Leader:** Designed and Facilitated Title IX, Search Committee, Diversity, Equity and Inclusion (DEI) faculty workshops, resources and trainings.
- Designed and implemented events, discussion forums and experiential learning techniques to increase and sustain Millennial engagement and student retention.
- Created relationships with community partners and professional organizations resulting in student internships, job opportunities and career development events.
- Advised, mentored and empowered students; student organization advisor.
- (Advisor for American Advertising Federation Chapter and National Student Advertising Competition).
- Coordinated New Student Orientation, graduation clearance and diploma closing ceremony activities.
- Designed strategy for Freshman Seminar course for successful transition of first year and transfer students.
- Served university and department administration: grievance, student affairs, research, recruitment, development, editorial communications, and creative work committee(s).
- Led departmental needs for annual report data collection and accreditation.

Marketing and Innovation Strategist; Adopt A Team; 6 corporate clients

- Created professional development, career curriculum and strategy for educational partnerships.
- Developed and conducted professional development workshops for historically excluded students.
- Coordinated program and execution evaluation methods and systems.
- Created marketing and communications materials for educational organization.
- Developed client recruitment, entrepreneurial, social media strategy.
- Developed experiential learning opportunities for students.
- Served as a liaison between students, program administrators and professional organizations (clients) in areas of coaching, professional development, and project execution.
- Professional Development Organization Clients; Ben & Jerry's, Google, IPG, Federal Government, Pentagon, NBC Universal.

ST. JOSEPH'S UNIVERSITY:

PHILADELPHIA, PA

Affiliate Professor

2021-Current

St. Joseph's University is guided by Jesuit educational traditions (1851) to shape passionate people with curious minds, real-world skills and ready to make change.

- Develop courses in media, communication industry and professional application.
- Develop and teach course: Pop Culture and Mass Communication.
- Develop and teach course: Race, Identity and Cultural Competence In Communication.

AMERICAN UNIVERSITY:

WASHINGTON, DC

Adjunct Professor

2013

American University is a student-centered research institution, with internationally-renowned faculty and a reputation for creating meaningful change in the world.

- Developed expertise in semiotics, national and international branding.
- Led robust discussions featuring active listening techniques and critical discourse analysis.
- Developed and taught course: Graphic Design History and Visual Culture.

BOWIE STATE UNIVERSITY:

BOWIE, MD

Adjunct Professor

2011 / 2012

Maryland's first historically black public university, Bowie State University empowers a diverse population of students to reach their potential by providing innovative academic programs and transformational experiences as they prepare for careers, lifelong learning, and civic responsibility.

EDUCATION

- Provided knowledge of legal and strategic communication requirements for creative professionals.
- Developed course curriculum. (Expertise in personal branding strategy)
- Taught fundamentals of visual communications, graphic design, layout and color theory.
- Taught computer graphics software: Adobe Creative Suite: Adobe Photoshop, Illustrator, and InDesign.
- Developed and taught courses:
- Self-Promotion & Marketing for Creative Professionals
- Graphic Design
- Computer Graphics
- Adobe Creative Suite

ADMINISTRATION

Academic & Career Advisor

- Advised and mentored students within curriculum and industry to become creative professionals and entrepreneurs.
- Advised students of academic course and graduation requirements.

TECHNICAL CAREERS COLLEGE:
NEW YORK, NY
Adjunct Professor
2009 / 2010

TCI was a private college focused of income mobility for working professionals and non-traditional students; the fourth top college in the United States for academic mobility.

EDUCATION

- Taught principles of design, branding, production, color theory and aesthetic value.
- Taught computer graphics, design, and layout software:
- Adobe Creative Suite: Photoshop, Illustrator and In Design and Quark Xpress.
- Developed and taught courses:
- Print Design I
- Print Design II
- Advanced Print Design

ADMINISTRATION

- Assisted in assessing changing curriculum needs.
- Contributed to strategic planning, development and accreditation.

PROFESSIONAL EXPERIENCE

GLOBALHUE: NEW YORK, NY
Senior Creative (Art Direction)
2007 - 2010

Full-Service Advertising Agency:

Leading total market agency specializing in multicultural insights, cultural inclusion, and comprehensive media communications.

- Art Director (2007-2009); Senior Creative: Art Direction (2009-2010);
- **DEI Lead, Multicultural Insight Lead, DEI Branding, Age Cohorts**
- Creative lead for U.S. Census and Verizon accounts – over \$300 million of agency billings.
- Key creative in new business pitches resulting in the acquisition of million-dollar accounts.
- Successfully led brand identity development, redesign, and refresh branding initiatives along with integrated promotion, events and collateral.
- Created strategic communications campaigns with emphasis in broadcast and interactive media.
- Developed creative strategy, assisted with research methods and data collection to develop creative executions resonant with cultural audiences.
- Responsible for the presentation and communication of ideas, campaigns and deliverables on all levels.
- Managed usage of art, photography, and branding across media.
- Advised and directed campaign, brand, and design integrity among multiple agencies and partnerships. Design team of 4-6 designers, In-house production team of 25, External/International production team of 50.
- Wrote creative treatments, campaign proposals, production executions, brand guidelines, communication and visual identity strategies.
- Creative lead for U.S. Census and Verizon accounts – over \$300 million of agency billings.
- Key creative in new business pitches resulting in the acquisition of million-dollar accounts.
- Successfully led development, redesign, and refresh of a brand and related promotion and collateral.

GLOBALHUE: NEW YORK, NY
Internal Creative Consultant
2010

- Liaised with Account and Creative Executives proposing profitable/efficient ideation tactics.
- Selected as creative lead in branding entertainment opportunities for blue-chip clients.

TOPPS INC: NEW YORK, NY
Graphic and Packaging Designer
2005 - 2007

Private Entertainment Company: In House Advertising and Marketing Department

- Designed packaging point of purchase, and in store-display items.
- Conceptualized and designed specialty luxury items and vintage and retro packaging designs.
- Prepared files and layouts for design, pre-press, and production.
- Collaborated with Marketing team to create product concepts and reinforce brand identity.
- Priced collateral materials and sku's with vendors.

CALVIN KLEIN: NEW YORK, NY
Graphic Designer
2004 / 2005

CRK Advertising: In House Advertising Department

- Created and executed advertisements, display, and floor plans for national and international markets.
- Branding. Designed annual internal collateral: annual reports, invitations, in-house ads, intranet, etc.
- Production & Image retouching of editorial content, layout design and photography.

CAROUSEL HOUSE: Philadelphia, PA
Art Instructor
2004

Department of Art and Recreation

- Instructed mentally challenged adults in art, crafts, and color theory.
- Collaborated with Director to develop curriculum and foster engagement.
- Created foundational lesson plans and organized supplemental activities.

PHATBOY MEDIA: Philadelphia, PA
Graphic Designer
2004

Boutique Digital Advertising Agency

- Created editorial designs for fashion and lifestyle magazines.
- Designed the visual identity systems and developed branding for editorial solutions.
- Created interactive animations and web site designs.
- Presented work to clients and team members.

PUBLICATIONS

Articles & Chapters: Refereed (print or e-Journals)

Jenkins, J. (2023). *Happily Ever After; Media, DEI Scripts and Evolving Demographics*. ASQ Quarterly. (In Progress)

Jenkins, J. (2022). *Big Complicated; Advertising, Algorithmic Bias and Insecure; Insecure, Awkward, and Winning: Intersectionality of Race, Gender, and Sexuality in the Works of Issa Rae*. New York, NY: Peter Lang.

Sun, W.; Jenkins, J. (2018) College Millennials' Career Preparedness to the Workforce: They Say They Are Ready in Recruitment, Retention, and Engagement of a Millennial Workforce. Lexington.

Jenkins, J. (2017). "Black Women and Advertising Ethics: A Womanist Perspective" in Feminist, Feminisms, & Advertising. Lexington.

Onwumechili, C. & Jenkins, J. (2016). "The Helicopter parent and athletic disappointment" (Boomer & Millennial Education Case Study) in *Casing Sport Communication*. (pp 49-58). Dubuque, IA: Kendall Hunt.

Jenkins, J. (2014). "Apparitions of The Past and Obscure Vision for the Future: Stereotypes of Black Women and Advertising during a Paradigm Shift" in *Black Women and Popular Culture: An Anthology*, Latham, MD: Lexington.

General Articles: White Paper(s)

Jenkins, J. (2022). *AD Color State of The Workplace: Qualitative Investigation. White Paper*, AD Color Professional Organization, New York, NY

Ford, R. L.; Jenkins, J. & Oliver, S. (2012). *Thought Leadership: Addressing Innovative Ideas in the Advertising Industry Boomers Perspective on Multicultural Brand Messaging White Paper*, American Advertising Federation, Washington, DC.

Jenkins, J.; Ford, R. L. & Oliver, S. (2012). *Thought Leadership: A Millennial Perspective on Diversity & Multiculturalism White Paper*, American Advertising Federation, Washington, DC.

Books (Peer Reviewed)

Altstiel, T., Grow, J., Augustine, D., Jenkins, J., (2022). *Advertising creative: Strategy, copy, design* (6th edition) New York, NY: Sage

Jenkins, J. (2015). *The Convergence Crisis: An Impending Paradigm Shift in Advertising*, New York, NY: Peter Lang.

Books (Edited / Peer Reviewed)

Jenkins, J. (2022). *Editing a Peer Reviewed Book in Collaboration*, New York, NY: Peter Lang.
Insecure, Awkward, and Winning: Intersectionality of Race, Gender, and Sexuality in the Works of Issa Rae.

Newsletter articles or commentaries

Ford, R. L.; Jenkins, J. & Oliver, S. (2013). *Project Offers Insights into Engaging Millennial Students*, ASJMC Insights, 19-22.

Manuscripts articles and/or books

Sun, W.; Jenkins, J. (2017) Black College Millennials: Their Voices in a Post Racial-era. Chapter Proposal submitted to Global Millennials: Transnational and Intercultural Perspectives.

Johnson-Ross, S.; Ford, R. L.; & Jenkins, J. (2017) Perceptions of Human Resource, Talent Management and Diversity among Senior-Level African-American Advertising Professionals submitted to the Howard Journal of Communications.

Jenkins, J. (2016). "Blurred Lines: Advertising Ethical Concerns in a Convergence Era" in Feminist, Feminisms, and Advertising. Lexington.

PRESENTATIONS

Presentations at Invited Professional Association/Meetings

Developer & Presenter: "AD Color State of the Workplace: Retention & DEI Metrics" AD Color Conference, New York, NY, 9. 2021

Presenter: "Navigating Diversity and Inclusion" Women's Leadership Conference, Philadelphia PA, 2. 2020.

Presenter: "Brand with Integrity: Design the Career of Your Dreams" Women's Leadership Conference, Philadelphia PA, 2. 2019.

Developer & Moderator: "Conversations at Moore: Positive Imagery & Representation", Discussion Forum and Panel Discussion, Philadelphia PA, 12. 2018.

Presenter, Co-Developer & Moderator: "Black Girl Magic: The Power of the Black Women Consumers", Nielsen Data and Insights Event: Discussion Forum and Panel, Washington, DC, 10. 2017.

Presenter, Developer & Moderator: "Careers in Advertising", Discussion Forum and Panel Annual Communications Job and Internship Fair, Washington, DC, 10. 2016.

Presenter. "They Say They Are Ready: Closing the Gap between students perceived readiness and professional preparedness." Howard University Research Presentation 4.2018.

Presenter. "*Reimagining the Advertising Revolution*" Ted Talk, September 14, 2017.

Presenter. "*Academic Assessments*" Howard University School of Communications Faculty Meeting, Washington, D.C. 1.2017.

Presenter, and Co-Developer. "*Critical Pedagogy*" Howard University Strategic Legal & Management Communications Faculty Meeting, Washington, D.C. 12.2016.

Presenter, and Developer. "*Diversity & Inclusion*" Howard University School of Communications Faculty Retreat, Washington, D.C. 8.2016.

Guest: Keynote Speaker "Necessities for a New Media Ecosystem", Western Kentucky University Faculty Retreat, (Joanna Jenkins, Ph.D.) Bowling Green, Kentucky, 8.21.13-8.23.13.

Presentations at Professional Conventions/Conferences

Developer & Presenter: "The State of the Workplace; Advertising, Media, Tech and Creative Industry", AD Color Conference: New York, NY 10.2022 Report: [State of the Workplace Study: Retention & Outlook](#)

Developer & Presenter: *I, too, am America: Discussing the Works, Strategies, and Influence of African American Media Power Players*, PCA Conference: Philadelphia, PA 4.2020 (COVID-19/ Virtual)

Developer & Presenter: "Beyond the Journal: Discussions of Media Narratives About Youth and Race and A Call for Media Literacy", NCA Conference: Baltimore, MD. 11.2019.

Developer & Presenter: "Design Thinking and Ethics", RIM Conference: Paris, France. 06.2019.

Developer & Presenter: "Awkward, Insecure and Winning: An Interactive Session Unpacking the Works of Issa Rae", Pop Culture Conference: Washington, D.C. 04.2019.

Presenter, Moderator and Co-Developer of the Creative Workshop during AD Week DC 2015.
"The Revolution will not be televised: How the future of advertising creative is taking shape in a converged era."

Presenter, and Co-Developer of the Student Creative Workshop during the AAF student conference 2015.
"Let's Be Friends: How to connect with audiences' representative of America's shifting demographics."

Panelist and Co-Developer of presentation at NCA 2015: "Astro-turfing: advertising ethics and the mask of social change." Personal contribution to discussion on social media and social activism.

Presenter, Moderator and Developer, "The Convergence Crisis: discussion forum and Panel", 2015.

Moderator and Co-Developer, "Social Media and Branding", Discussion forum and Panel 2014.

Panelist: "Social Meandering: The Communal Nature of Social Media: Its Impact on Culture, Industry, and Academia", Social Media Conference, Washington, DC, 9. 27. 2012.

Presenter: "Spurring a Collective Agenda: Afrocentricity, Digital Literacy & Social Media", Social Media Conference, Washington, D.C., 09, 2012.

Presenter and Panelist: "Social Net worth, Twitter As a Valuable Tool for Research, Academia and Industry", Social Media Conference, Bowie State University, Bowie, MD, 9. 22. 2011.

Presentations - Invited Speaker and Lectures

Presenter "The Power of One: Intern Professional Development Workshop", McCann Worldwide, New York, N.Y. 06.2018.

Panelist & Presenter "Womanism and Advertising Ethics in a Converged Era", Washington D.C. Howard University research symposium, 4. 2017.

Panelist & Presenter "Civic Conversations in a Virtual Space", Washington D.C. Humanities Council, 1. 2017.

Research Presenter "Jenkins Research Agenda", Howard University School of Communications: SLMC Brown Bag Washington, DC, 10. 2015.

Presenter and Instructor "A Crash Course in Convergence", Ad Camp, Washington, DC, 7. 2015.

Fox Sports University Professor: "Advertising Campaigns", Strategic Communication Course Howard University collaboration, Fall Semester 2014.

Panelist & Workshop Leader: "The Interdepartmental Exchange", Internship Orientation T. Howard Foundation: Diversity in Media. Silver Spring, MD, 6. 2. 2014.

Judge: “Nielsen: Case Competition”, Strategic Communication & Marketing Case Study Washington, DC, 4.14.14.

Moderator and Co-developer: “Personal Branding & Social Media Strategy”, Discussion Forum D.C. Ad Club and American Advertising Federation: Howard Chapter. Washington, DC, 2. 27.14.

Mentor: “ADWKDC: Create” D.C. Ad Club Washington, DC, 9.28.13.

Presenter and Instructor: “Creative Strategy: The Big Idea”, Ad Camp, Washington, DC, 7. 11.12.

Portfolio Reviewer “Where Are All the Black People.” One Club Career Forum, New York, NY, 10. 2011.

Exhibition: Annual Faculty Art Show, Bowie State University, Bowie, MD, 3. 2011.

Guest Lecturer “How to Construct an IMC Advertising Campaign”, Advertising Campaigns, Howard University, Washington, DC, Fall 2010.

Guest Lecturer “How to Construct a Dynamic Portfolio”, Publication Design, Howard University, Washington, DC, Fall 2010.

Guest Lecturer “Designing with A Grid”, Publication Design, Howard University, Washington, DC, Fall 2010.

Guest Lecturer “Careers in the Creative Industry”, Harlem Children Zone, New York, NY, 2009.

Panelist and Instructor: “Creative Boot Camp”, One Club Professional Development Forum, New York, NY, Spring 2008.

Panelist & Portfolio Reviewer: “How I Got into Advertising,” One Club Professional Development Presentation, New York, NY, Winter 2006.

Guest Lecturer “How to Get Into the Creative Design Industry”, Howard University Department of Fine Arts, Washington, D.C., 2006-2009.

COURSES TAUGHT

Undergraduate Courses

- Advanced Print Design: Adobe Creative Suite
- Advertising: Introduction to Advertising
- Advertising Copy Writing & Design: Adobe Creative Suite
- Advertising Media Planning and Buying
- Advertising Research & Marketing
- Advertising Sales
- Campaigns
- Capstone Communications Lab: Full-Service Student advertising and public relations agency
- Computer Graphics: Composition and Design: Adobe Creative Suite
- Fundamentals of Advertising and Storytelling
- Graphic Design History and Visual Culture
- Print Design: Adobe Creative Suite, Digital Production
- Self Promotion and Marketing for Creative Professionals

- Introduction to Strategic Communications
- Media Ethics
- Pop Culture and Mass Communications
- Race, Identity and Cultural Competence in Communications

Graduate Course

- Media Psychology

SERVICE

College / University Committees

Moore: Assessment & Accreditation	2018 – 2021
Moore: Curriculum and Planning	2018 – 2021
Moore: Diversity, Equity & Inclusion	2018 – 2021
Research and Creative Works:	2015 - 2018

University School Committees

Editorial Communications Board	2017 - 2018
Fundraising	2016 - 2018
Academic Search Committee	2016 - 2018
45 th Anniversary	2016 - 2018

University Departmental Committees

Strategic Communications	2016 - 2018
Academic & Career Advising Committee	2016 - 2018
Research and Creative Works	2015 - 2018
Student Affairs Committee	2013 - 2018
Student Grievance Committee	2013 - 2018

Professional / Community Service

The Barnes Foundation; Museum Education & Curricula Development 2019 – 2021.

Richard Wright Charter School for Media & Journalism Fall 2015 – 2018.

Newseum Teacher Open House Conference 10. 3. 2015.

Co-developer & Co-Moderator: “Careers In Advertising”, Discussion Forum and Panel Annual Communications Job and Internship, Washington, DC, 10. 2015.

Reviewer for the Howard Journal: This is not the Time and Place to Grow Old’: Ageism in Advertising for Third-Age Housing. 2015.

Co-Faculty Advisor: “Howard University Chapter: American Advertising Federation”, Fall 2013 – Spring 2018

Co-Faculty Advisor: American Advertising Federation: National Student Advertising Competition, Washington, DC, Fall 2013 – 2018.

Co-developer: “Careers In Advertising”, Discussion Forum and Panel Annual Communications Job and Internship, Washington, DC, 10. 24. 2014.

AD Week Volunteer

Mentor: “ADWKDC: Create” DC, Ad Club Washington, DC, 9.28.13.

Scholarship Service: Theses or Dissertations

Dissertations Committee Membership:

- *Graduate Student*: Media Influence on Political Activism among African American Generational Males
- *Graduate Student*: Media Psychology & Health Decision Making in Advertising
- *Graduate Student*: Concussions, the emerging public health crisis and media advocacy / Advertising Edutainment / May 2017

Supervision

Associate Dean: Moore College of Art and Design:

2 Directors, 1 Manager, 5 Coordinators, 90 faculty, 600 students, Internships, Work-study Students

Strategic Communications Coordinator (2016-2018); & Academic Advisor

9 faculty members, advertising & public relations students approximately 400 students

Executive Director of Student Strategic Communications Firm Cap-Comm

approximately 60 students & 8 clients

Supervised approximately 65 students at Bowie State University 1.2011 - 5.2012

Supervise approximately 100 students at Bowie State University 2016

Mentor & Collaborate with Interdisciplinary Students at Howard University

Senior Creative; Art Director

Graphic Packaging Designer

HONORS, AWARDS, AND OTHER DISTINCTIONS

HONORS

<u>Date</u>	<u>Distinction</u>
2022	Advisory Member: SeeHer Education Council
2021	Board Member: Freire Charter School
2019	DiverseForce Fellowship
2018	Innovation Immersion Fellowship: Advertising Education Federation
2017	Howard University Research Symposium Award: Womanism and Advertising Ethics in a Converged Era
2017	Educational Advisory Panel: Newseum
2014	Kopenhaver Fellow
2013	Howard University Research Day Award: The Convergence Crisis
2013	The K. Patricia Cross Future Leaders Award Nominee
2013	Golden Key International Honour Society
2010	Lead Creative at Globalhue: Adweek’s Multicultural Agency of the Decade
2010	Lead Creative on 2010 Census Awarded Multicultural Campaign of the year
2009	Lead Creative on Verizon HSTS Campaign earning 2009 Effie Award
2008	Conceptual Creative on Award Winning Walmart Commercial: Grandma’s Hands
2004	Recipient of the AAAA’s Award
2002	Mellon Award for International Study: Cuban Design: University of Havana.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

<u>Name of Organization</u>	<u>Position</u>	<u>Year</u>
NCA: National Communications Assoc.	Member	2017 - Current
PCA: Pop Culture Assoc.	Member	2018 - Current
Washington DC Ad Club	Member & Membership Co-Chair * Diversity Initiatives & Recruitment	2013 - 2018
Newseum Education Advisory Panel	Member/ Advisory Committee	2015 - 2019
American Advertising Federation	Member Affiliate	2014 - 2019
Color Comm	Member	2015 - 2019
Pratt Alumni Association	Member Affiliate	2004 - 2019
Philadelphia High School For Girls Alumni Association	Member	2010 - Current

SPECIALIZED TRAINING AND CERTIFICATIONS

- CMI Visiting Scholar 2020- Current
Rutgers Graduate School of Education: Center for Minority Institutions
 Rutgers Center for Minority Institutions, research program developed to elevate the educational contributions of Minority Serving Institutions, ensure participation in national conversations, increase rigorous scholarship on MSIs, advance effective policies that have a positive impact on strengthening MSIs, develop and support of their students and faculty, and the quality of the elementary and secondary schools within their communities.

- The Barnes Foundation 2019-2021
 The Barnes Foundation is an art collection and educational institution promoting the advancement appreciation of art and horticulture. It is among the world's greatest collections of impressionist, post-impressionist, and early modernist paintings. Mission is predicated on the belief that art has the power to improve minds and transform lives. The foundation features diverse educational programs and trainings for children and adults (ages 5-62+). Docent training, school guide training and anti-racist training in my role as a museum and art & design education affiliate.

- Diverse Force 2019-Current
University of Pennsylvania
DiverseForce directly addresses diversity and inclusion challenges through a board matching program that facilitates the professional development and placement of qualified professionals of color in governance roles on nonprofit organizations, public agencies, boards, and commissions.
 Coursework includes:
 - 1) Introduction to Non-profit Boards
 - 2) Strategic Planning & Assessment
 - 3) Legal Roles & Responsibilities
 - 4) Finance & Accounting Fundamentals
 - 5) Organizational Fundraising & Marketing
 - 6) 21st Century Best Practices and Challenges

- Newseum Educational Advisory Committee 2015-2019
 Interactive museum that promoted free expression and the First Amendment to the US Constitution, through tracing the evolution of communication history, policy and media. As a member of the educational advisory team I received specialized trainings and worked with other educational leaders to devise curricula, create and review educational materials, and identify emerging trends within media literacy, digital literacy and educational agency among teachers and students for instruction that includes kindergarten through undergraduate study.

- Unconscious Bias Training 2017
- Blackboard Distance Learning 2016

- Foundation Center: Finding Grants 2016
- Howard University: CETLA Distance Learning 2016
- Howard University: CETLA Active Learning 2016
- Howard University: CETLA Infusing Entrepreneurship into Your Curriculum 2016
- Green Teaching Certified
- Adobe Educator (nominated).
- Howard University: CETLA Syllabus Workshop
- Certified for Blackboard Online
- Fox University Professor 2014
- Howard University: Research & Writing Certification
- Lillian Lodge Kopenhaver Fellow: Advancement of Women in Communications & Media Education.
- Howard University: Quantitative Methods Certification: 2012.
- Howard University: Research Certification: 12.2011.
- Howard University: Grant Writing Certification: 12.2011.
- Preparing Future Faculty Institute 2011.
- Consultant: Strategic Planning, Creative Direction, Art Direction, Branding, Graphic Design.
- Adobe: Creative Suite.
- Additional Software: Quark, Flash, Dreamweaver, Audio Software.
- Microsoft: Word, Power Point, Excel.
- Presentation Design and Public Speaking.
- Familiar With: After Effects, Final Cut Pro.
- Cultural Expertise
- Additional Skills/ Experienced In: Media Literacy, Digital Literacy, Visual Perception, Visual Communication, Narrative Construction, Story Telling, Production, Styling, Casting, Set Design, Editing, Continuity.

RESEARCH INTERESTS

- Education; preparedness; higher education, media and digital literacy
- Strategic Communications with emphasis in Advertising; workplace/industry, education, diversity, representation
- Visual Culture; ideation, strategy, creativity, representation
- Convergence: triadic convergence media, technology, and culture
- Generational Cohorts (Millennials, Baby Boomers, Generation X, Z, etc.); market and media behavior, learning preferences, preparedness, characteristics; multiculturalism
- Popular Culture
- Psychology: Cognitive Processing & Personalities, market behaviors
- History
- Visual Communications: Graphic Design & Media Arts
- Ethics; media ethics, digital rights, gender and ethnic representation, marginalized communities
- Diversity, Equity and Inclusion

EDUCATION

University

Degree and Subject Area

Date

HOWARD UNIVERSITY:
Washington, D.C.

Ph.D. *Mass Communications &
Media Studies*
Cognate: Psychology
Emphasis: Convergence

May 2013

*Dr. Barbara Hines
Dissertation Advisor*

PRATT INSTITUTE:
New York, N.Y.

M.S. *Visual Communications/
Graphic Communications Design*
Concentration: Marketing/Branding

May 2004

*James Anderson; Pentagram
Thesis Advisor*

HOWARD UNIVERSITY:
Washington, D.C.

B.F.A *Graphic Design*
Concentration: Advertising

May 2002