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EDUCATION

Ph.D. in Educational Leadership (K-20)

Aug. 2025

Florida A&M University, Tallahassee, FL

Research Area: Multicultural Education, Popular Culture and Media Studies

M.S. in Integrated Marketing Management & Communication

Aug. 2011

Florida State University, Tallahassee, FL

Graduate Certificates: Digital Media, Project Management

Research Area: Multicultural Marketing Communications, Popular Culture and Media

B.S. in Magazine Journalism (Minor: Psychology)

Apr. 2007

Florida A&M University, Tallahassee, FL

Magna Cum Laude; Dean's List; HBCU Newspaper Conference Award; Knight Chair of Student Achievement Journalism Award; Distinguished Scholars Award

LEADERSHIP & ADMINISTRATIVE EXPERIENCE

Apple

Propel Center HBCU Faculty Fellow

2023-Present

- Led tech integration and faculty development projects
- Developed digital multicultural communications platform using Apple Tools
- Served as faculty liaison for student microcredential course program

Florida State University College of Communication and Information

Multicultural Marketing Communications Sequence Coordinator

2021-2022

- Taught multicultural marketing and media strategy courses with focus on inclusive content.
- Directed student campaigns and applied lifecycle mapping in course design.
- Coordinated efforts across communication, recruitment, and creative teams.

Florida A&M University School of Journalism & Graphic Communication
Public Relations Sequence Lead

2016-2018

- Designed and delivered PR communication curriculum with emphasis on campaign strategy and audience engagement
- Advised award-winning student organizations and executed multi-platform media initiatives.
- Served on AEJMC Assessment Committee, Scholarship Committee, and faculty advisor to student media organization National Association of Black Journalists (NABJ)

Assistant Director, Journalism Division

2013-2014

- Provided strategic leadership for the journalism division, aligning goals with the college's mission.
- Oversaw accreditation, assessment, and compliance with university and state policies.
- Managed budgets and daily operations of the division, including scheduling, faculty assignments, and resource allocation.

TEACHING EXPERIENCE

Visiting Professor

Fort Valley State University, GA

Aug 2024 – May 2025

Adjunct Professor

Kennesaw State University, GA

Aug 2024 – May 2025

Online Adjunct Professor

Southern New Hampshire University

Aug 2022 – Aug 2024

West Virginia University

Jan 2023 – May 2023

Widener University

Jan 2021 – May 2021

Specialized Visiting Teaching Faculty

Florida State University, FL

Aug 2021 – May 2023

Adjunct & Assistant Professor

Florida A&M University, FL

Aug 2011 – May 2023

First-Year Experience Instructor

Florida A&M University, FL

June 2017 – May 2020

COURSES TAUGHT

Journalism

JOU 1040 Language Skills for Media Journalists

JOU 2100, 3101, 4342 Newswriting and Reporting I-III

JOU 3223 Publication Editing & Design

Marketing & Public Relations

MKT 205 Applied Marketing Strategies

PUR 3000 Introduction to Public Relations

PUR 3105 Public Relations Communications

PUR 3401 Critical Issues in Public Relations

PUR 4500 Public Relations Research & Strategies

PUR 4800 Public Relations Campaigns

ADV 4411 Multicultural Marketing Communication

ADV 215 Principles of Advertising

Communication & Media

MMC 2000 Introduction to Mass Media

RTV 3001 Media Techniques

SPC 2000 Hip Hop and Global Mass Communication

COM 1110 Public Speaking

COM 2080 Online Communication and Presence

COM 2033 Visual Communication

RTV 2520 Visual Storytelling

MENT 3100 Fundamentals in Media and Entertainment

Student Success

SLS 1101 Student Life Skills

SLS 1102 Academic Retention

CONFERENCES, PANELS & PRESENTATIONS

- *Beats, Rhymes, and Life: A Testimonio of Hip Hop as Collective Leadership in P-20 Schools*, AERA Annual Meeting, 2022
- *Tupac Shakur, Popular Culture, Politics, and Social Justice*, First-Year Experience Conference, 2021
- *Hip Hop Culture, Engagement, and Identity of HBCU Students*, First-Year Experience Conference, 2020
- *Culturally Responsive Teaching and Hip Hop Culture*, ECU Emerging Scholars Symposium, 2019
- *Race and Media Representations, Sociology of Hip Hop Culture*, FSU, 2017
- *Building Bridges*, University of Witswatersrand, Johannesburg, South Africa, 2017

PUBLICATIONS & CREATIVE WORKS

- *I Just Do It for the Culture: Hip Hop, Urban High School Principals, and Culturally Responsive Teaching and Leadership* (Doctoral Dissertation, 2025)
- *Multimedia Integration in First-Year Experience Programs: A Case Study on Tupac Shakur and Social Justice Themes* (2021)
- *A Historical Analysis: The Evolution of Commercial Rap Music* (Master's Thesis, 2011)

HONORS & AWARDS

- Inaugural Propel Center HBCU Faculty Fellow, 2024
- Florida A&M University 40 Under 40 Award, 2023
- Solutions Journalism Educators Academy Selection, 2022
- Tallahassee Golden A.C.E. Award for Journalism, 2018
- Florida A&M University University Employee of the Year, 2017
- ProVision PR Crash Course Winning Team Coach, 2017
- Selected Participant, Poynter Institute's Teachapalooza, 2015
- American Association of Colleges for Teacher Education Holmes Scholars, 2013
- Distinguished Scholar Award
- Knight Chair of Student Achievement Journalism Award,
- National Society of Collegiate Scholars (NSCS)
- Golden Key International Honor Society
- AmeriCorps HBCU Mentoring Alliance

SERVICE & ENGAGEMENT

- Panelist, 10th Annual Created Equal: The Rhythm and Resilience of Black Music Conference, 2025
- Founder, Historically Black Communications for Undergraduate Students (HBCUS), 2019-Present
- Curriculum Developer, Hip Hop Interdisciplinary Studies Certificate Program, 2024
- Guest Speaker, Overtime Elite, 2024
- Panelist, 10th Annual Demp Week Hip Hop Culture Panel, 2024
- Featured Speaker, Leon County Library Lecture Series: Hip Hop, A Reflection of Society, 2023
- Guest Speaker, Fort Valley State University College of Arts and Sciences, 2023
- Participant, Edelman HBCU Summit: Igniting Careers in Communication, 2020
- Guest Speaker, Florida State University Department of Sociology, 2018
- Participant, Poynter: Teachapalooza, 2015

TECHNOLOGY & INNOVATION

- Integrated multimedia into pedagogical methods
- Developed AI-powered content creation strategies

RESEARCH INTERESTS

- Multicultural Marketing Communication
- Popular Culture in Marketing
- Transformational Leadership in Communications Education
- Culturally Responsive Teaching and Leadership
- Media Representation and Identity

PROFESSIONAL AFFILIATIONS

- National Association of Black Journalists (NABJ)
- American Educational Research Association (AERA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Phi Delta Kappa International
- Kappa Delta Pi International Honor Society
- Omicron Delta Kappa Leadership Honor Society