

EDDIE FRANCIS

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PROFILE

Intellectually flexible leader with background in marketing, public relations, communications, talent acquisition, and mass media. Experienced in college classroom instruction, serving diverse sets of students including non-traditional, first-generation students, and HBCU students in the classroom, online, and hybrid utilizing Canvas, Brightspace and Blackboard.

Experienced teaching mass communication courses with interest in teaching opportunities that align with strategic leadership master's degree coursework. Committed to students' academic success through critical thinking, social learning, and mentorship.

EDUCATION

Master of Professional Studies in Strategic Leadership **2020**

Tennessee State University

College of Public Service, Department of Public Administration

Professional Project Title: "Fyre: A Case Study of How Followership in Organizations Is Influenced by Narcissistic Leadership"

Advisor: Rodney Stanley, Ph.D.

Bachelor of Arts in Mass Communication, Broadcast Productions **1995**

Loyola University New Orleans

INTERESTS

- Aligned communications and leadership master's coursework:
 - Leadership and Communications
 - Public Relations Management
 - Conflict Management and Negotiation
 - Current Issues in Leadership
 - Globalization and the Professions
 - Human Resources Management
 - Leadership in Organizations
 - Professional Studies Issues and Ethics
- Research: Narcissism in leadership and followership
- Public speaking and thought leadership: Brand strategy, emotional intelligence in leadership, followership, and the value of identity.

TEACHING & TRAINING EXPERIENCE

Adjunct Instructor **2024-Present**

Southern New Hampshire University

- Cultural Awareness in Online Learning (IDS-105)

Adjunct Instructor **2021-Present**

Tulane University School of Professional Advancement

- Cultural Bias in Communications (MDES 2910-15), Media + Design Program - Built and taught course.

Volunteer Instructor **2021**

Dillard University University College

- First Year Seminar (FYS 102) - Conducted sessions both in the classroom and online.

Adjunct Instructor **2015-2017**

Dallas College

- Branding Your Organization Effectively, Nonprofit Management Certificate Program

MARKETING AND COMMUNICATIONS EXPERIENCE

Edify Ventures, LLC

2023-Present

Founder & Principal

- Partner with organizations to consult about brand strategy and/or provide communications and marketing services.
- Specialize in employer branding.
- Partner with professionals to consult about personal branding strategy including resume design and updating professional one-page biographies as well as public speaking training.

Director of Communications & Marketing

2019-2023

Dillard University

- Served on presidential cabinet, provided strategic leadership and direction for institutional messaging and branding.
- Served as university media contact and spokesperson.
- Managed budget of nearly \$470K.
- Nominated AMA Foundation Higher Education Marketer of the Year 2021 and 2022.
- Increased institutional media voices by 125%.
- Facilitated President Rochelle Ford's appearance on 2023 The Times-Picayune Economic Outlook Forum.
- Led university brand refresh and launched "Write Your Legacy" brand campaign. Wrote RFP, led vendor selection process, and managed yearlong effort focused on market research.
- Negotiated licensing agreement for Sam's X HBCU program. Created Shop DU webpage to provide stakeholders with single, convenient location to purchase licensed Dillard University merchandise.
- Led university website rebuild. Wrote RFP and led vendor selection process.
- Led reorganization of current website, including implementation of vanity URLs. Led effort to secure SSL certificate for dillard.edu.
- Leveraged university social media to keep stakeholders informed of campus news and activities; maintained institutional brand awareness and reputation.
 - Launched TikTok account; grew over 11,263% in first year.
 - Increased YouTube subscribers by 225%.
 - Activated LinkedIn account; increased followers by over 46%.
 - Increased Instagram followers by over 69%.
 - Increased Twitter followers by over 27%.
 - Increased Facebook followers by over 24%.
- Created online newsroom to provide convenient stakeholder access to university news.
- Created, produced and hosted university podcast "Conversations on the Oaks."
- Served as editor-in-chief of *Dillard Today* and *The President's Newsletter*.
- Committees:
 - COVID-19 Task Force, Communications Chair
 - Dillard University Commission on Sexual Assault, Awareness Committee.
- University representative for GNO Inc.'s StudyNOLA initiative.

Consultant

2021-2022

University of Washington

- Served as reviewer for the Housing and Food Services' Office of Communications and Marketing.
- Collected data through team and partner focus group interviews.
- Evaluated data and provided recommendations to leadership for efficient operation and use of available resources.

Director of Communications

2012-2013

Paul Quinn College

- Crafted media outreach strategies, prepared personnel for media interviews and public speaking engagements, and coordinated press conferences.
- Contributed to 80% enrollment increase in fall 2012 from fall 2011.
- Increased social media engagement:
 - Increased Twitter followers by nearly 60%.
 - Increased LinkedIn followers by nearly 50%.
 - Created Facebook and YouTube pages.

- Represented college externally.
- Branded and created marketing strategy for Center for Fundraising and Philanthropy, the first of its kind at an HBCU.
- Produced alumni profile videos for fundraising appeals.
- Managed PQC.edu. Created more than 100 web pages to better serve stakeholders and increase SEO.
- Co-managed recruitment collateral project. Wrote creative brief, edited, and wrote copy.
- Made submissions to AME Church's 10th District monthly newsletter.
- Served as interim admissions director.
- Formed Quinnite Ambassador student group to increase college's recruitment resources.

Director of Public Relations

2007-2012

Southern University at New Orleans

- Crafted media outreach strategies, prepared personnel for media interviews, coordinated press conferences, and represented university externally.
- Managed campus publications, sports communications, social media, and photography.
- More than quadrupled positive media exposure.
- Designed institutional logos, athletics department logo, and Quality Enhancement Plan logo.
- Designed billboard for airport campaign.
- Introduced marketing standards and guidelines.
- Developed slogan and provided input on core values as part of 2011-2016 strategic plan.
- Led public relations effort to defeat 2011 State of Louisiana proposal to remove SUNO from Southern University System. Created online information center, coordinated letter-writing campaign, advised alumni, advised non-partisan public policy organization, and coordinated social media campaign.
- Redesigned university web site and added over 100 essential pages to better serve stakeholders and increase SEO.
- Directed, voiced, and oversaw post-production of unprecedented institutional television commercials. Wrote copy for broadcast advertising. Designed layouts for print, digital advertising, and billboard campaigns.
- Created Twitter, Facebook, and YouTube accounts.
- Chaired public relations committee.
- Chaired marketing subcommittee for SACSCOC 2011 accreditation visit.
- Co-chaired information technology committee.
- Co-founded SUNO Sports Hall of Fame.
- Created Gulf Coast Athletic Conference logo and presented on social media management at annual meeting.
- Reduced university's print expenses by rebidding contract.
- Led effort to reduce athletics department's travel expenses by leading investigation into new bus vendor.
- Formed coalition of local college and university campus communication directors.
- Designed and laid out annual reports, strategic planning publications, economic impact study, media kit, and athletics media guides.

On-Air Talent and Producer

2015-2017

iHeartRadio New Orleans (formerly Clear Channel Radio New Orleans)

- Co-produced and contributed to award-winning "Sunday Journal" talk show on top-rated adult urban contemporary WYLD-FM, 2003-2012.
- Produced and co-hosted weekly "Real Talk" talk show on top-rated urban contemporary WQUE-FM, 2007-2012.
- Voiced and produced promotional spots and client advertising.
- Created and managed web pages and social media platforms for "Sunday Journal" and "Real Talk".
- Won 2011 Press Club of New Orleans' Excellence in Broadcasting "Best Radio Entertainment Feature" for interview with Rwandan genocide survivor Immaculée Ilibagiza on "Sunday Journal".
- Created monthly education segment, the "Sunday Journal Success Series" and "NOLA 3.0."
- Produced special editions of "Sunday Journal" and "Real Talk" on location.
- Began as intern and hired as promotions assistant (1993). Served as interim promotions director and promoted to assistant promotions director (1994). Became on-air personality and morning show producer for WQUE-FM and hosted several shows as swingman (1996). Joined WYLD-FM air staff, hosted "Studio 98" party show (2000).
- Interviewed such luminaries as: Arne Duncan, U.S. Secretary of Education; Dr. Rod Paige, former U.S. Secretary of Education; Maurice White, late Earth, Wind & Fire lead

singer; Kem; Dr. Cornel West; Melissa Harris-Perry; Danny Glover; Louis Gossett Jr.; and Stan Verrett, ESPN anchor.

Production Assistant

1988-1990

WWL-TV

- Assisted with set building and preparation for productions.
- Ran teleprompter for weekend news.

TALENT ACQUISITION AND CAREER DEVELOPMENT EXPERIENCE

Talent Acquisition Partner

2019

Lowe's

- Consultative business partner to New Orleans and Mississippi Gulf Coast hiring teams.
- Recruited for store leadership roles and other roles on store and district levels as needed.
- Presented roll-out of company's talent acquisition program to district store leaders.
- Brand ambassador, hiring event coordinator, and candidate relations management.
- Reached out to local organizations to source talent.
- Promoted vacant store positions via social media, outreach, and personal networks.
- Coordinated in-store hiring events and attended career fairs to build talent pipeline.

Recruiter

2015-2019

Cielo

- Certified, Cielo Diversity and Inclusion Program, 2018. Member, Cielo Diversity Network.
- Partnered with hiring managers to fill open positions in customer service, administration/clerical, sales and information technology roles.
- Reviewed résumés in ATS, interviewed qualified applicants by phone, and presented candidates to hiring managers. Scheduled follow-up interviews with hiring managers and made offers to candidates on behalf of hiring managers. Negotiated salaries where needed and assisted with onboarding.
- Sourced candidates externally via job boards, additional job postings, employee referrals, search engines and social media, email campaigns, and personal networks.
- Quest Diagnostics account:
 - Placed over 625 candidates in open roles.
 - Represented Quest as Jobipedia.org Hiring Expert.
 - Wrote guidelines for recruitment team's eblast campaigns based on Quest's marketing guidelines.
 - Team won company's highest honor—2017 Erin Lange Service Cup Award.
 - Participated in virtual career fairs.
- Staples account:
 - Exceeded fill goal by 40% on sales training recruitment project.
 - Lauded by Staples' diversity and inclusion team for proactive, resourceful approach to sourcing diversity candidates.
 - Produced blog entry for partner web site to attract diversity candidates to assist Staples' diversity and inclusion efforts.

Contract Talent Acquisition Specialist

2015

Korn Ferry

- High volume sourcer for Tyco SimplexGrinnell.
- Sourced utilizing Monster, CareerBuilder, Indeed, LinkedIn, ZoomInfo, and social media. Also utilized employee referrals, cold calling, and networking to perform targeted nationwide searches.
- Sourced candidates via Taleo and managed external candidate pool via Loop.
- Posted requisitions via Workable, Bullhorn Reach, and social media.

Recruiting Consultant

2013-2015

Career Resource Services

- Project team lead for Caliber Collision. Additional projects included Healthcare Service Group, Sprouts Farmers Market, and StatLab.
- Led effort to brand Caliber's recruitment social media platforms.
- Earned consistent excellent performance reviews for leadership, communication, collaboration, client management, database management, and high level of adaptability.
- Managed applicant pools via Big Biller.
- Represented clients at career fairs and various external recruiting initiatives.

Louisiana Area Manager

2000-2007

Monster Worldwide, Making It Count Programs

- Marketed and presented programs to high schools and colleges throughout Louisiana and southern Mississippi.
- Increased district program exposure 1,900%.
- Ranked one of top five speakers in division.
- Conducted over 1,250 presentations for more than 250,000 high school and college students in 28 states—largest audience, 3,000 students.
- Managed four direct reports.
- Leveraged media experience and relationships to earn MIC exposure in local media outlets.
- Developed and conducted workshops on audience management and vocal dynamics.

SELECTED THOUGHT LEADERSHIP

- “10 Takeaways for All MarComm Professionals from AMA 2023,” Inside Higher Ed, December 5, 2023
- “Employer Branding Key to Address Higher Ed’s Talent Crisis,” Inside Higher Ed, September 23, 2023
- “Five Ways Higher Ed CMOs Are Institutional Leaders,” American Marketing Association Blog, September 7, 2023
- “Five Personal Leadership Lessons That Radio Taught Me,” Identity and Value, July 19, 2023
- “When Expertise Authority and Executive Authority Clash,” LinkedIn, June 9, 2023
- “No More ‘Soft Skills’,” For Our Edification, April 27, 2023
- “Deion Sanders Is No Hero for Jackson State Univ.,” Off the Bench with Mark Wiggins, January 16, 2023
- “Write Your Legacy,” Conversations on the Oaks, November 29, 2022
- “Ten Takeaways from AMA’s Higher Ed Symposium,” LinkedIn, November 13, 2022
- “Why I Researched Narcissistic Leadership and What Should Concern You,” Medium, January 7, 2021
- “A Tale of Two Brands: Teddy Riley v. Babyface,” LinkedIn, April 21, 2020
- “The Psychology of Hazing,” For Our Edification, October 5, 2019
- “Are HBCUs Still Relevant in 2019 w/ Eddie Francis,” Black Excellence, Black Wealth, Black Power, July 23, 2019
- “Guess Who’s Coming to Meeting: Divine Nine Chapters and Organizational Culture,” Black Greek Success Blog, December 10, 2017
- “Narcissism, Bullying and Racism’s Attempts to Quiet Emotionally Intelligent Voices,” Medium, November 25, 2017
- “Being a ‘Best Place to Work’ Is Good for Business,” Identity and Value, August 10, 2017
- “Expressing Your Personal Brand Through Public Speaking,” LinkedIn, April 11, 2017
- “The Evolution of HBCU Marketing: Employer Branding,” LinkedIn, July 19, 2017
- “HBCUs Changed How I View Educational Success,” The Huffington Post, October 9, 2016
- “Behavioral Interview Questions Provide Golden Personal Branding Opportunities,” Careers in Government, September 11, 2016
- “When It Comes to Measuring Quality, College Graduation Rates Miss the Mark,” The Huffington Post, August 7, 2016

SELECTED MEDIA APPEARANCES

- Host - “I Wanna Work There!,” Enrollify Podcast Network, 2023-Present
- Featured - “10 Best Higher-Ed Marketing Podcasts 2024,” Hannon Hill, December 21, 2023
- Featured - “I Wanna Work There!: 2023 in Review,” Enrollify Blog, December 19, 2023
- Guest - “How to Be a Campus Where People ACTUALLY Wants to Work,” Higher Ed Demand Gen, November 2023
- Featured - “A Stopgap for AMA FOMO,” Inside Higher Ed, November 10, 2023
- Guest - “Truth in Advertising: Authenticity in Higher Ed Marketing,” The Higher Ed Marketer, October 17, 2023
- Host - “Countdown to AMA Higher Ed,” American Marketing Association, October 2, 2023
- Guest - “Introducing ‘I Wanna Work There!’ with Eddie Francis—a New Enrollify Podcast,” The Enrollify Podcast - May 25, 2023
- Guest - “We All Have to Sing the Same Song,” Marketing Tales with Chris Rapozo, March 9, 2023
- Quoted - “Got College? Can a National Marketing Campaign Change the Souring Conversation About College?” The Chronicle of Higher Education, December 16, 2022
- Guest - “HBCU Marketing in a Post-Pandemic World,” Higher Voltage Podcast, June 16, 2021
- Guest - “Communicate Constantly: Lessons from HBCU Comms,” Thought Feeder Podcast, July 28, 2020
- Guest - “Career Development with Eddie Francis,” Radio Azad’s “Peace in the Home Show,” November 2, 2016
- Contributor - Career Segment, WYLD-FM’s “Sunday Journal,” 2014-2019
- Host - “HBCU Lifestyle Podcast,” HBCU Lifestyle, 2014-2017
- Contributor - “The HBCU Nation Radio Show,” SiriusXM Channel 142, 2013-2017
- Quoted - “Collegiate Athletics in New Orleans Struggle to Rebound Post-Hurricane Katrina,” June 24, 2008

SELECTED PANELS AND PRESENTATIONS

- Panelist/Facilitator - Career Options Panel/Career Workshop, 2024 AMA International Collegiate Conference, April 12-13, 2024
- Moderator/Facilitator - Marketing Strategies for Any Budget and Articulating ROI, CUPRAP 2024, March 13, 2024
- Presenter - Northeast Greek Leadership Association Annual Conference, February 24, 2024
- Presenter - From Careers Webpage to Where You Wanna Work! Hannon Hill Cascade User Conference, February 21, 2024
- Moderator - How to Be the Campus Where People Wanna Work fireside chat, American Marketing Association Symposium for the Marketing of Higher Education, 2023
- Presenter - Communications Skills Training, Urban League of Louisiana PRIDE Leadership Academy, 2023, 2021, and 2016
- Presenter - "A Positive Mental Attitude Is a Team Sport," Goodr Company Retreat, 2023
- Guest Lecturer - Principles of Marketing (MKT 213), Dillard University, 2022
- Panelist - "How Campus Executives Can Support Strategic Social Media," Campus Sonar, 2022
- Guest Lecturer - Health Communication in the Age of COVID (PRPA 3912-81), Tulane University School of Professional Advancement, 2021
- Panelist - "Marketing and Enrollment for Higher Education," Centerfield Education, 2021
- Panelist - "Navigating a New Era in Strategic Communication on Campus," Association of College and University Housing Officers – International State of the Profession Conference, 2021
- Panelist - "Navigating a New Era in Strategic Communication on Campus," Association of College and University Housing Officers – International Business Operations Conference, 2020
- Presenter - "The Black Greek Success Program," Southeastern Louisiana University, 2019, 2013, and 2006
- Presenter - "The Black Greek Success Program" and "Lectures to Livelihood," Big XII Conference on Black Student Government, 2018
- Presenter - "We're Scholaaars Making Dollars! Leveraging Your Personal Brand for Career Opportunities," Alpha Phi Alpha Fraternity Inc. Texas Council of Alpha Chapters District Conference, 2018
- Guest Lecturer - Technology, Society and Culture (LAS 432), DeVry University, 2017
- Presenter - "The Black Greek Success Program" and "Lectures to Livelihood," Northwestern State University, 2017
- Presenter - "What's the Story? Creating an Effective Brand Narrative," The Money Doctor, 2017
- Presenter - "What's the Story? Creating an Effective Brand Narrative," National Funeral Directors & Morticians Association Matthews International Master Class, 2016
- Panelist - Young Entrepreneur Panel, Collin County Small Business Expo, 2016
- Presenter - "The Black Greek Success Program," University of North Alabama, 2015
- Speaker - "Why We Achieve" Speaker Series, Dillard University, 2015
- Presenter - "Branding Your Organization Effectively," Broward County Human Services Department Office of Evaluation and Planning, 2015 and 2014
- Presenter - #Leaders4Diversity Conference, Tarleton State University, 2014
- Panelist - "Greek Life 101" Twitter Chat, College Summit, 2014
- Panelist - Social Media Chat on Fraternity Hazing, Al Jazeera America, 2014
- Presenter - Personal Branding, Dallas College LeCroy Leadership Conference, 2014
- Presenter - "The Black Greek Success Program," Texas A&M University-Commerce, 2014
- Keynote Speaker - Martin Luther King Jr. Day Banquet, Tarleton State University, 2013

SELECTED AWARDS AND RECOGNITION

- Best Higher Ed Marketing Podcast - Hannon Hill, 2024
- Higher Education Marketer of the Year (Nominee) - AMA Foundation, 2022 and 2021
- Top 10 Education Podcasts ("HBCU Lifestyle Podcast") - Podbean, 2016, 2015, and 2014
- 25 Twitter Pages Diverse Students Should Follow - HBCU Career Center, 2015
- Excellence in Broadcasting Best Radio Entertainment Feature - Press Club of New Orleans, 2011
- Staff Performance Award (Nominee) - Southern University at New Orleans, 2009
- 30 People to Watch - New Orleans Magazine, 2000

COMMUNITY AND PROFESSIONAL ORGANIZATIONS

International Leadership Association	2023-Present
American Marketing Association Committee member, Symposium for the Marketing of Higher Education, 2021-present	2020-Present

Purposeful Philanthropy Foundation	2019-Present
<ul style="list-style-type: none"> ● Board member ● Led branding effort and built website 	
Alpha Phi Alpha Fraternity Inc.	1989-Present
<ul style="list-style-type: none"> ● Communications team, Pi Pi Lambda alumni chapter ● Former PR chair, Rho Nu Lambda alumni chapter ● Created Facebook, Instagram and Twitter accounts for Southwestern Region ● Publicity Chair, 2015 Southwestern Regional Convention. Broke attendance record. 	
Public Relations Society of America	2021-2023
National Association of Black Journalists	2020-2023
Society of Human Resource Management	2018-2019
Inspiring Tomorrow's Leaders Board	2014-2018
<ul style="list-style-type: none"> ● Board chair, 2016-2018 ● Led branding effort and built website 	
Press Club of Dallas	2012-2013
Press Club of New Orleans	2011-2012

SKILLS AND PROFICIENCIES

Technical:

- Audio/visual production and editing
- Graphic design - Adobe InDesign, Canva, iOS Pages
- Content management systems - WordPress, Wix, Dreamweaver
- Email marketing automation platforms
- Virtual meeting platforms
- Basic HTML
- Microsoft Teams, Word, Excel, PowerPoint, Outlook
- Learning management systems - Canvas, Brightspace, Blackboard
- Applicant tracking systems - Taleo, ADP, Bullhorn
- Cloud-based storage
- Slack

Leadership:

- Emotional intelligence
- People management
- Communication
- Collaboration
- Conflict resolution
- Self-awareness
- Creative problem-solving
- Adaptability
- Decisiveness
- Budgeting
- Project management

Public Relations and Communications:

- Public speaking
- Communications plan development
- Media outreach and relations
- Journalism and editing
- Press release composition
- Crisis management
- Op-ed writing and coaching
- Speech writing
- Internal communications
- Public speaking coaching
- Social media management
- AP Style writing
- Talking points development
- Content creation
- Desktop publishing

Marketing:

- Focus group development and management
- Data analysis
- Positioning
- Brand strategy and development
- Copywriting
- Survey development
- Employer branding
- Personal branding

- Value proposition identification and development
- Website management
- Content marketing

- Search engine optimization
- Email marketing

Talent Acquisition:

- Full life cycle, high volume recruitment
- Candidate sourcing and cold calling
- Job description writing, evaluation, and editing
- Candidate sourcing and recruitment
- Salary negotiation

- OFCCP compliance
- Résumé review, editing, composition, and redesign
- Interview preparation