

## **CURRICULUM VITAE**

**Luis C. Almeida, Ph.D.** (*Luis C. M. O. de Almeida*)

Director, Center for Teaching Excellence — **Midlands Technical College**

Former Associate Professor of Mass Communications (Tenured), Claflin University (2021–2025)

Website: <https://www.luiscalmeida.me> | Phone: (803) 740-9058 | Email: lca120@gmail.com

U.S. Citizen

## **PROFESSIONAL SUMMARY**

Academic leader and media scholar with multiple department-chair appointments and a record of building high-functioning units, strengthening assessment and compliance systems, securing external funding, and advancing faculty development and student success initiatives across public and private institutions.

## **ADMINISTRATIVE IMPACT METRICS**

- Budgets managed: **\$300K+ annually** (operating & grant)
- Grants secured: **\$600K+ total**
- Enrollment growth led: **15–35 %**
- Retention improvement: **up to 25 %**
- Faculty supervised: **10+ across multiple institutions**
- Workshops & faculty development sessions delivered: **100+**
- Average faculty satisfaction workshop rating: **4.5 / 5**
- Accreditation frameworks engaged: **SACS, ACEJMC**

## **ACCREDITATION & COMPLIANCE EXPERIENCE**

- Southern Association of Colleges and Schools Commission on Colleges (SACSCOC): assessment reporting, faculty documentation, annual reports
- ACEJMC accreditation preparation: curriculum alignment, assessment planning, documentation readiness
- Program Learning Outcomes (PLOs) and Student Learning Outcomes (SLOs): authored, assessed, and reported at undergraduate and graduate levels
- Faculty evaluation, peer observation, and promotion recommendations

## **FACULTY DEVELOPMENT & MENTORSHIP**

### **FACULTY DEVELOPMENT & MENTORSHIP**

- Mentored junior and mid-career faculty toward tenure, promotion, and leadership roles

- Designed faculty workshops on Gen Z pedagogy, AI in education, assessment, and media literacy
- Supported faculty grant writing, syllabus design, and course modernization
- Led professional development on instructional technology, accessibility, and inclusive teaching

## **ACADEMIC & ADMINISTRATIVE APPOINTMENTS**

**Midlands Technical College — Columbia, South Carolina**

**Director, Center for Teaching Excellence — 2025–Present**

- Implemented an accountability and planning infrastructure, including a **Workshop Management Planner (WMP)** to strengthen scheduling discipline, tracking, and operational follow-through.
- Established a unified strategic foundation for the Center, authoring and launching the **mission, vision, and operational guidelines** to align services, staff execution, and stakeholder expectations.
- Expanded the Center's programming portfolio, contributing to **growth in offerings** and increased institutional engagement with faculty development services.
- Achieved strong participant outcomes, with workshops earning **4.5/5 average ratings** (excellent), indicating consistent instructional quality and value.
- Modernized the Center's web presence by updating the **CTE website** and improving clarity of services, access points, and professional-facing messaging.
- Increased institutional visibility of the Center through deliberate outreach and service design, enhancing awareness among faculty, chairs, deans, and campus stakeholders.

**Clafflin University — Orangeburg, South Carolina**

**Associate Professor of Mass Communications (Tenured) — 2021–2025**

- **Interim Department Chair — 2022–2024**
- **Associate Professor — 2021–2022**

**Talladega College — Talladega, Alabama**

**Associate Professor of Mass Media Studies — 2020–2021**

- **Department Chair — 2020–2021**

**Lee University — Cleveland, Tennessee**

**Associate Professor of Communication — 2017–2020**

**Jackson State University — Jackson, Mississippi**

**Associate Professor of Emergent Strategic Communications (Tenured) — 2015–2017**

- **Interim Department Chair — 2016–2017**

**Indiana University of Pennsylvania — Indiana, Pennsylvania**

**Associate Professor of Communications Media (Tenured) — 2013–2015**

- **Department Assistant Chair / Interim Chair — 2014–2015**

**Assistant Professor of Communications Media — 2010–2013**

**Waynesburg University — Waynesburg, Pennsylvania**

**Assistant Professor of Communications — 2008–2010**

**The Pennsylvania State University — University Park, Pennsylvania**

**Instructor / Teaching Assistant — 2006–2007**

## **SAMPLE COLLEGE TEACHING: COURSES TAUGHT**

### ***Undergraduate Instruction***

- **Digital Literacy (MCOM 110)**
- **Television Production I (MCOM 207)**
- **Web Page Design (COMM 270)**
- **Photojournalism (COMM 330)**
- **Communication Research Methods (COMM 300)**
- **Innovations and Social Media (DIGM 365)**
- **Applied Social Media (DIGM 470)**
- **Multimedia I: Theory and Practice (COM 319)**
- **Corporate Video Production (MCOM 325)**

### ***Graduate Instruction (Master's Level)***

- **Seminar in Communications Media and Issues in Society (MC 550)**
- **Instructional Design for Training and Development (COMM 830)**
- **Instructional Media Solutions (COMM 846)**

### ***Doctoral & Professional Doctorate Instruction***

- **Culture of Cyberspace (Ph.D.; COMM 900)**
- **Advanced Research Methods in Communications Media (Ph.D.; COMM 910)**
- **Leadership and Problems of Practice in Organizations (Ed.D.; EDU 934)**
- **Intercultural Proficiency and Leadership for Diversity, Equity, and Inclusion (Ed.D.; EDU 952)**
- **Dissertation Research & Supervision (Ph.D.; COMM 995)**

## **PEER-REVIEWED JOURNAL ARTICLES**

### ***Media, Technology & Society***

- Almeida, L. (2024). *The Rise of the Homo Sapiens Immodicus*. **British Journal of Mass Communications and Media Research**, 4(2), 44–49.
- Almeida, L. (2023). *User-Design: An Enabling Method of Video Game Making*. **British Journal of Mass Communications and Media Research**, 3, 24–28.
- Almeida, L. (2023). *Audio Narration and Feedback in Video Game Learning Environments*. **International Journal of Media, Journalism & Mass Communications**, 2, 16–23.
- Almeida, L. (2022). *Social Media Strategies, Authenticity, and Engagement Rate Increase*. **Arts & Social Sciences Journal**, 7, 1–5.
- Almeida, L. (2021). *Experiences of a Latino Male Media Professor Working in HBCUs*. **International Journal of the Arts & Sciences**, 4, 64–70.

### ***Instructional Technology, Learning & Design***

- Almeida, L. (2018). *A Culture of Innovation*. **Journal of Instructional Technology & Distance Learning**, 5, 61–65.
- Almeida, L. (2016). *Designing a Media Literacy Course: An Auto-Ethnography*. **International Journal of Instructional Technology & Distance Learning**, 9, 59–64.
- Almeida, L. (2014). *Impact of Computerized Devices on Undergraduate Student Behavior*. **International Journal of Instructional Technology & Distance Learning**, 1, 31–47.
- Almeida, L. (2012). *Effects of Educational Games on the Acquisition of Factual Knowledge*. **Educational Research International**, 10, 1–5.
- Almeida, L. (2012). *Implementing Corporate Gaming Initiatives Through Systems Thinking*. **Journal of Communications Media**, 1, 47–61.
- Almeida, L. (2011). *Gender Differences in Game-Based Knowledge Acquisition*. **Midwestern Journal of Educational Communications & Technology**, 5(1), 2–6.
- Almeida, L. (2010). *Empowering Gifted Students Through Game Design*. **Journal of Digital Games Research**, 4(2), 33–38.

### ***Higher Education, Policy & Systems***

- Almeida, L. (2013). *Speaking Personally with Márcio Mugnol*. **American Journal of Distance Education**, 2, 18–35.
- Almeida, L. (2011). *Graduate, Be Aware*. **Journal of Communications Media**, 1, 83–94.

## ***Collaborative & Interdisciplinary Scholarship***

- Carr-Chellman, A. A., Almeida, L. C., Beabout, B., & Gursoy, H. (2009). *Idealized Visions from Behind Prison Bars*. **International Journal of Educational Reform**, 3, 64–76.
- Carr-Chellman, A. A., Beabout, B. R., Almeida, L. C., et al. (2008). *Change in Chaos: Lessons from Katrina*. **Educational Horizons**, 87, 26–39.
- Beabout, B. R., Carr-Chellman, A. A., Almeida, L. C., et al. (2008). *Rebuilding New Orleans Schools After Katrina*. **Journal of Education for Students Placed at Risk**, 13, 212–237.
- Carr-Chellman, A., Zyian, M., Almeida, L., et al. (2008). *Citations as Identity in Instructional Design*. **TechTrends**, 52(3), 64–69.
- Carr-Chellman, A., Gursoy, H., Almeida, L., & Beabout, B. (2007). *Research Apprenticeships in Instructional Systems*. **British Journal of Educational Technology**, 38(4), 637–655.
- Carr-Chellman, A., & Almeida, L. (2006). *User-Design in Systemic Change*. **TechTrends**, 50(2), 14–16.

## **PEER-REVIEWED CONFERENCE PROCEEDINGS & SCHOLARLY REVIEWS**

### ***Refereed Proceedings***

- Almeida, L. (2013). *Teaching Tips for First-Year Junior Faculty*. **Laurel Highlands Conference Proceedings**.
- Almeida, L. (2012). *Conditions of Employment for PhD Candidates*. **Laurel Highlands Conference Proceedings**.
- Almeida, L., & Juengel, C. (2012). *Healing Through Motion and Instructional Design*. **Laurel Highlands Conference Proceedings**.

### ***Book Reviews***

- Almeida, L. (2012). Review of *Cracking Creativity* by Edward de Bono. **Journal of Communications Media**.
- Almeida, L. (2012). Review of *The Essentials of Instructional Design* by Brown & Green. **Journal of Communications Media**.
- Almeida, L. (2012). Review of *The Red Little Book of Sales* by Jeffrey Gitomer. **Journal of Communications Media**.

## **BOOKS, BOOK CHAPTERS & WHITE PAPERS**

### ***Books (Authored / Co-Authored)***

- **Almeida, L.** (2018). *TechnoModeration: Our Only Means of Survival*. Cleveland, TN: Break Free Press.
- **Almeida, L.** (2013). *Digital Instructional Technology: Step-by-Step*. Boston, MA: Pearson.
- **Almeida, L.** (2012). *Scriptwriting: Step-by-Step*. Boston, MA: Pearson.
- **Almeida, L.** (2012). *Writing the Phenomenological Qualitative Dissertation: Step-by-Step*. Boston, MA: Pearson.
- **Lever-Duffy, B., McDonald, J., & Almeida, L.** (2011). *Teaching and Learning with Technology* (with instructional materials authored by L. Almeida). Boston, MA: Pearson.

### ***Book Chapters***

- **Almeida, L.** (2015). *How I Flip My Classrooms*. In H. Blythe (Ed.), *It Worked for Me Creatively* (pp. 17–18). Stillwater, OK.
- **Almeida, L.** (2011). *SCAMPER and Creative Instructional Design*. In H. Blythe (Ed.), *Flipping Your Classroom Creatively* (pp. 44–45). Stillwater, OK.
- **Carr-Chellman, A., & Almeida, L.** (2007). *Latinos and Educational Technology*. In L. D. Soto (Ed.), *The Praeger Handbook of Latino Education in the United States* (pp. 136–138). Westport, CT: Praeger.

### ***White Papers & Policy Reports***

- **Almeida, L.** (2023). *Advice to Parents on Limiting and Monitoring Child Internet Access: Implications for Human Trafficking*.  
(Policy white paper addressing digital safety, media literacy, and child protection)

## **SELECTED CONFERENCE PRESENTATIONS**

### ***International & National Conferences***

- **Almeida, L.** (2025). *The Entrepreneurial Side of Academia*. HBCU Doctoral Pathway Conference, Howard University, Washington, DC.
- **Almeida, L.** (2023). *Ethical Dilemmas in Media Education: AI and Journalism*. World Conference on Media & Mass Communication, Bangkok, Thailand.
- **Almeida, L.** (2022). *Social Media Strategies and Authenticity*. World Conference on Media & Mass Communication, Sri Lanka.

- **Almeida, L.** (2020). *Helping Faculty and Students Cope with Pandemic Anxiety*. Florida Communication Association (Web Conference).
- **Almeida, L.** (2019). *User-Design in Christian Higher Education*. ACA Summit Conference, Pigeon Forge, TN.

### ***Flagship Scholarly Associations (Refereed)***

- **Association for Educational Communications & Technology (AECT)** — Multiple presentations, 2005–2016  
Topics include instructional gaming, simulations, systems thinking, teacher education reform, mnemonics, and user-design.
- **American Educational Research Association (AERA)** — 2007  
Collaborative research on education reform, post-Katrina schooling, and apprenticeship models.
- **Lilly Conference on College Teaching** — 2010, 2017, 2018  
Ethical media education, student-centered pedagogy, and applied social media instruction.
- **Eastern Communication Association (ECA)** — 2004, 2013  
Media effects, instructional gaming, and educational technology.

### ***Popular Culture, Media & Identity Studies***

- **Almeida, L.** (2024). *Homo Sapiens Immodicus, Technomoderation, and You*. Popular Culture Association in the South (PCAS/ACAS), Greenville, SC.
- **Almeida, L.** (2024). *Exclusion in the Age of Inclusion: Latino Male Representation in Mass Communication*. SC State Intersectional Studies Conference.
- **Almeida, L.** (2024). *Probates and Meltdowns in HBCUs*. PCAS/ACAS, Greenville, SC.

### ***Campus, Faculty & Research Conferences (Selected)***

- **Almeida, L.** (2025). *Double-Edged Sword: Smartphone Use and Overuse in Modern Society*. Research Day, Claflin University.
- **Almeida, L. et al.** (2024). *Contemporary English & Language Arts Pedagogy*. Claflin University Conference.
- **Almeida, L.** (2023). *AI, Ethics, and Journalism Education*. Claflin University Faculty Research Conference.
- **Almeida, L.** (2022). *Brazilian Cinema in the Modern Era*. CLAIFS Film Lecture Series.

### ***Educational Technology & Applied Media (Selected)***

- **Almeida, L.** (2016). *The Rise of Homo Sapiens Immodicus*. Inaugural Communication & Media Studies Conference, Chicago, IL.

- **Almeida, L. & Alharthu, M.** (2015). *Social Media and Learning in Saudi Arabia*. AECT, Indianapolis, IN.
- **Almeida, L.** (2013). *Technostress in College Teaching*. International Lilly Conference on College Teaching, Oxford, OH.

### ***Early Career Scholarly Development (Selected)***

- **Almeida, L.** (2007). *Learning Strategies in Gaming Environments*. Harvard University Graduate Student Research Conference, Cambridge, MA.
- **Almeida, L.** (2008). *User-Design as a Framework for Educational Reform*. Holmes Conference, Orlando, FL.

## **SELECTED PERIODICALS, OP-EDS & BLOGS**

### ***National & High-Visibility Digital Platforms***

- **Almeida, L.** (2021). *Six Strategic Ways to Aim High and Achieve Your Goals*. **Lifhack**.
- **Almeida, L.** (2020). *What Leaders Can Learn from Amazon's 14 Leadership Principles*. **Lifhack**.
- **Almeida, L.** (2020). *Six Distinct Characteristics of Authentic Leadership*. **Lifhack**.
- **Almeida, L.** (2018). *Three Ways to Reprogram Your Subconscious Mind to Reach Your Goals*. **Lifhack**.

### ***Newspaper Op-Eds & Columns***

- **Almeida, L.** (2024). *From Hollywood to Home Studios*. **The Times and Democrat** — Op-Ed.
- **Almeida, L.** (2018). *Pandora's Box of Automation*. **Evangel Magazine**, 1, 16–19.
- **Almeida, L.** (2018). *Revealing Yourself Using Social Media*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *Defense Against the Privacy Crisis*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *Social Media Is the Steel Mill of the 21st Century*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *Offering Some Love for the World of Print*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *Smartphone Addiction Is Real—and Dangerous*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *The Huge Expense of Using Social Media*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *The Smartphone Is the Vice of Our Time*. **Cleveland Daily Banner**.
- **Almeida, L.** (2018). *The Power of Influence Is Best Built Offline*. **Cleveland Daily Banner**.

- Almeida, L. (2017). *Questions About Net Neutrality*. **Cleveland Daily Banner**.
- Almeida, L. (2017). *Banning Classroom Laptops Is a Major Mistake*. **Cleveland Daily Banner**.
- Almeida, L. (2017). *Understanding the Value of Public Speaking*. **Cleveland Daily Banner**.
- Almeida, L. (2017). *Internet Algorithms and Brand Allegiance*. **Cleveland Daily Banner**.
- Almeida, L. (2017). *Understanding the Dark Side of Smartphones*. **Cleveland Daily Banner**.

### ***Regional & Early Career Commentary***

- Almeida, L. (2014). *Prosperity Through Print*. **The Indiana Gazette**.
- Almeida, L. (2014). *Social Media's Dark Side*. **The Indiana Gazette**.
- Almeida, L. (2010). *Social Networking Across the World*. **The Observer-Reporter** (online edition).

## **ACADEMIC ADMINISTRATION**

### ***Department Chair of Mass Communication***

**Clafin University**, Orangeburg, South Carolina — *July 2022 – August 2024*

- **Led departmental turnaround** through financial and operational crisis; managed **\$200K+ operating and grant budgets** with no deficits
- **Developed and executed a strategic plan** in collaboration with faculty; advanced departmental readiness for **ACEJMC accreditation**
- **Increased enrollment by 35%** and improved **student retention by 25%**
- **Oversaw assessment, compliance, and reporting**, including SACS documentation, faculty annual reports, and departmental annual reports
- **Represented the Dean** at official university and external events; hosted high-profile donors at the request of the Provost
- **Rebuilt and modernized defunct TV and radio studios**, restoring instructional and production capacity
- **Reestablished student media organizations**, including PRSSA, NABJ, and *The Panther* newspaper
- **Supervised personnel**, including a department secretary, three tenured faculty members, a multimedia specialist, and temporary faculty
- **Developed systems for budget tracking**, requisitions, POs, invoices, and equipment inventory (operating and grant-funded)
- **Created syllabi of record**, course schedules, advising workflows, transfer evaluations, and graduation clearances

- **Partnered with University Marketing and PR** to align departmental messaging with institutional brand strategy
- **Led faculty evaluation and peer observation**, recommending faculty for promotion
- **Authored and secured external grants**; managed dual operating and grant budgets
- **Launched alumni and internship tracking systems** to support placement and advancement
- **Advanced curriculum innovation**, leading development of **three 12-credit certificates**.

### ***Department Chair of Mass Media Studies***

Talladega College, Talladega, Alabama — *August 2020 – June 2021*

- **Positioned the department nationally**, contributing to **PRNEWS A-List Top 35 Programs (2021)**
- **Implemented a production-centered vision**, resulting in award-winning student work
- **Mentored junior and adjunct faculty** toward promotion, tenure readiness, and instructional excellence
- **Improved enrollment, retention, and graduation rates**
- **Secured federal external grants** supporting departmental growth
- **Created a comprehensive internship system** and expanded employer partnerships
- **Authored PLO and SLO assessment reports** and managed curriculum development (three new courses)
- **Led cross-campus collaborations** and resolved faculty-faculty and student-faculty conflicts
- **Prepared and presented a building expansion proposal** to the Board of Trustees; proposal approved

### ***Interim Department Chair (Tenured Appointment)***

Jackson State University, Jackson, Mississippi — *May 2016 – May 2017*

- **Directed departmental operations**, including scheduling, advising systems, and graduation clearances
- **Authored undergraduate and graduate SLO reports** and evaluated learning effectiveness
- **Designed and launched a Media Literacy course**
- **Coached and trained faculty** in advising, instructional technology, and classroom integration
- **Resolved faculty and student conflicts** and supervised departmental committee assignments
- **Supported recruitment efforts** and represented the department in outreach events
- **Conducted faculty meetings** and made personnel recommendations to the Dean

### ***Graduate Coordinator (Appointed)***

**Jackson State University, Jackson, Mississippi — September 2016 – March 2017**

- **Managed graduate programs across two campuses** (Jackson and Madison)
- **Oversaw candidacy, comprehensive exams, theses, and graduation approvals**
- **Mentored graduate students** and assessed learning outcomes
- **Created graduate course schedules** and coordinated advising workflows

### ***Interim Department Chair (Tenured, Elected)***

**Indiana University of Pennsylvania, Indiana, Pennsylvania — January 2015 – July 2015**

- **Authored annual reports** and faculty evaluation letters for the Dean
- **Managed departmental budgets**, scheduling, and GA appointments
- **Led faculty meetings**, recruitment efforts, and personnel evaluations
- **Executed departmental approvals and compliance documentation**

### ***Assistant Department Chair***

**Indiana University of Pennsylvania, Indiana, Pennsylvania — July 2014 – January 2015**

- **Supported assessment and program review**, including SLO reporting
- **Resolved faculty and student conflicts**
- **Conducted faculty evaluations** and managed graduation and transfer clearances
- **Assisted in institutional reporting** and center-level documentation

## **APPLIED MEDIA CENTER ADMINISTRATION**

### ***Center Director, Applied Media, Games & Creative Computing Center (AMGCC)***

**Indiana University of Pennsylvania, Indiana, Pennsylvania — August 2010 – July 2015**

- **Directed daily operations** of a multidisciplinary applied media and creative computing center
- **Supervised and mentored student laboratory assistants**, supporting workforce readiness and experiential learning
- **Wrote, secured, and administered externally funded research grants**, including industry and foundation support
- **Led the development of the first smartphone application produced at IUP**, alongside multiple educational video games
- **Collaborated with funded faculty researchers** on advanced media production, including 3D game animation and simulation artifacts
- **Partnered with the Division of Continuing Education** to design and deliver summer video game development camps for elementary and secondary students

- **Established undergraduate internship pipelines** for Communications Media majors, producing public service announcements, video games, animations, and early virtual reality projects
- **Conducted applied research and development** initiatives in emerging technologies, including drone-based media applications.

## **TELEVISION APPEARANCES**

### ***National & Streaming Platforms***

- **Featured Guest**, *Clayton Athletic Show* — Roku Newscast, Tallahassee, Florida — 2024  
(*Feature on the Department of Mass Communications*)

### ***Regional & Network Television***

- **Featured Guest**, *Through the Neighborhood* — WLTX (CBS), Columbia/Orangeburg, South Carolina — 2023  
(*BAJA program and youth journalism pipeline*)
- **Featured Guest**, *Channel 12 Evening News* — WDEF-TV (ABC), Chattanooga, Tennessee — 2018
  - *Technology Dangers*
  - *Professor Helps Produce Rap Encouraging Technology Moderation*
- **Featured Guest**, *WAPT News* — WAPT-TV (ABC), Jackson, Mississippi — 2016
  - *Caught on Camera: Record It or Call for Help?*
  - *Is Technology Making Us Dumb?*

### ***Talk Shows & Feature Programs***

- **Guest Expert**, *The Tammy Show* — Tammy TV, Orangeburg, South Carolina — 2022  
(*Fearless Parenthood*)
- **Guest Expert**, *The Kinetic: Faith in Motion* — Kinetic TV, Washington, DC — 2020  
(*TechnoModeration and faith*)
- **Guest Expert**, *Hidden Gems of the Ocoee Region* — WTNB-TV, Cleveland, Tennessee — 2019  
(*Technology: benefits and risks; Parts I & II*)
- **Guest Expert**, *Nancy's Neighborhood* — WTNB-TV, Cleveland, Tennessee — 2017  
(*Are We Turning Into Robots? Parts I & II*)

## ***University & Public Affairs Television***

- **Guest**, *Metro Morning Live* — JSU-TV, Jackson, Mississippi — 2015–2016
  - *On Educating Students*
  - *Visual Mississippi*
  - *Interview with Dr. Luis Almeida*
- **Guest**, *Nightique* — AMG-TV / JSU-TV, Jackson, Mississippi — 2015–2016
  - *@escthemachine*
  - *Side Effects of Technology*
  - *Homo Sapiens Immodicus*

## ***International & Early Career Television***

- **Guest**, *Que Tal Indiana?* — WIUP-TV, Indiana, Pennsylvania — 2012  
(Technology discussion)

## **RADIO APPEARANCES**

### ***National & International Broadcast Media***

- **Guest Expert**, *Voice of America* — Washington, DC
  - *O Avanço da Tecnologia e as Consequências na Economia* — 2016
  - *Entrevista com Luis Camillo Almeida* — 2015
- **Guest Expert**, *Radio CBN* — São Paulo, Brazil
  - *Problemas Causados pelo Excesso de Computador Fazem Professor Pregar a Desconexão* — 2015

### ***Regional & Professional Radio Programs***

- **Guest**, *The Cool Prof: Dr. Luis Almeida (“Call Me Luis”)* — BOSPAR / Politely Pushy Podcast, San Francisco, California — 2022
- **Guest**, *Word with Dr. A* — Panther Radio / You Can Change Podcast, Orangeburg, South Carolina — 2022
- **Guest**, *New Faculty Profile* — The People’s Station **93.7 WOCS-FM**, Orangeburg, South Carolina — 2022
- **Guest**, *A Word with Dr. A* — **Mix 104.1 WCLE-FM**, Cleveland, Tennessee — 2018

### ***Academic & Public Affairs Radio***

- **Guest Contributor**, *From the Mind of Dr. A* — **WJSU-FM**, Jackson, Mississippi — 2017

- **Guest Contributor**, *A Talk About Visual Mississippi* — **WJSU-FM**, Jackson, Mississippi — 2016
- **Guest Contributor**, *A Conversation About Technology* — **WJSU-FM**, Jackson, Mississippi — 2016

## **NEWSPAPER INTERVIEWS & COLLEGE MAGAZINE APPEARANCES**

### ***National & International Media***

- **Shellenbarger, S.** (2016). *How Managers Get “Interim” Out of Their Title*. **Wall Street Journal**, p. D2.
- **De Luca, I.** (2015). “*O ser humano não foi feito para ficar no computador toda hora,*” diz pesquisador. **O Globo** (Brazil), p. D5.

### ***Higher Education & Journalism Coverage***

- **Koons, S.** (2022). *Education Alumnus Recognized for Impact on Students of Color*. **Penn State University News**.
- **Dimadeo, D.** (2024). *Claflin University Launches Student Journalism Pilot Program*. **Center for Community News (UVM)**.
- **Wilson, A.** (2025). *Threat or Benefit? Claflin Talks TikTok*. **The Panther** (Claflin University).
- **Davis, D.** (2024). *Hacking, Judo, Golf: A Professor’s Journey into Communications*. **The Panther** (Claflin University).
- **Williams, T.** (2024). *Professor Warns Gen Z About News Found on Social Media*. **YR Media**.
- **Williams, T.** (2023). *Outstanding HBCU Educator of the Year Recipient*. **Times & Democracy Newspaper**, p. D4.

### ***Regional Newspapers & Feature Coverage***

- **Cotton, G.** (2022). *Claflin Professor Named HBCU Educator of the Year*. **The Carolina Panorama**, p. D4.
- **Brown, F.** (2020). *Talladega College Professor Produces Innovative Video*. **The Daily Home**, p. 3B.
- **Brown, F.** (2020). *Dr. Luis Camillo Almeida Named Chair of Mass Media Studies*. **The Daily Home**, p. 3B.
- **Crisp, B.** (2020). *Talladega College Arts Exhibition*. **The Daily Home**, p. 3B.

## ***Thought Leadership, Technology & Culture***

- **Jones, B.** (2018). *Human Robot Cycle: Warning Given by College Professor*. **Cleveland Daily Banner**, Front Page.
- **Jones, B.** (2018). *Lee Professor's Style: Open Your Eyes*. **Cleveland Daily Banner**, Front Page.
- **Strickland, D.** (2018). *Almeida Speaks to CMA About Business Strategy in Small Towns*. **Cleveland Daily Banner**, p. D2.
- **Hannes, K.** (2017). *College Students on the Verge of a Technology-Fueled Anxiety Crisis*. **Lee Clarion**, p. D2.

## ***Authored Columns & Announcements***

- **Almeida, L.** (2018). *TechnoModeration Book Published*. **Cleveland Daily Banner**, p. D4.
- **Almeida, L.** (2018). *TechnoModeration: A Rap for All Ages*. **Cleveland Daily Banner**, p. D2.
- **Almeida, L.** (2015). *Educação x Tecnologia: O Desafio Atual*. **Investimentos & Notícias**, p. D2.
- **Almeida, L.** (2015). *Smartphone Pode Causar Ansiedade em Seres Humanos*. **Investimentos & Notícias**, p. D2.
- **Almeida, L.** (2015). *Computador Não é uma Extensão do Homem*. **Investimentos & Notícias**, p. D5.

## ***Early Career & Media Recognition***

- **Smart, E.** (2011). *Newsmaker: Luis Almeida*. **Pittsburgh Tribune-Review**, p. D3.
- **Conn, B.** (2019). *Almeida Releases Spoken Word EP "Let's Do Better."* **Cleveland Daily Banner**, p. D4.

## **MAGAZINE FEATURES & PROFILES**

- **Smalls, G.** (2024). *Technology for Good*. **Diversity Action Magazine**, p. 74.  
(Feature highlighting media, technology, and social impact work)
- **Smith, T.** (2023). *Meet Luis Almeida*. **Canvas Rebel Magazine** (California).  
(Profile interview on creative leadership and professional trajectory)
- **Dewald, J.** (2022). *Conversations with Luis Almeida*. **South Carolina Voyager Magazine**.  
(In-depth interview on media, education, and community engagement)

## **GRANTS RECEIVED**

### ***Externally Funded Research & Program Development***

- **Principal Investigator**, *Using Simulations in New Media Research* — **\$168,000**  
Funded by **Simio Incorporated**, 2022
- **Principal Investigator**, *Examining the Effects of Simulations in Integrated Marketing Communications* — **\$240,000**  
Funded by **Simio LLC**, 2016
- **Principal Investigator**, *Examining the Effects of Simulations in the Health Care Field* — **\$99,000**  
Funded by **Simio Incorporated**, 2011
- **Co-Principal Investigator**, *Studying the Effects of Simulators in Pre-Service Teacher Training* — **\$36,000**  
Funded by **The Gates Foundation** (via CurveShift), 2011–2013

### ***Institutional Capacity-Building & Federal Programs***

- **Principal Investigator**, *Scaling a Contemporary Media Department* — **\$70,000**  
**Title III Grant**, 2021
- **Principal Investigator**, *Tools Required to Rebuild a Media Department* — **\$15,000**  
**Title III Grant**, 2020

### ***Journalism, Community & Professional Practice Grants***

- **Principal Investigator**, *Center for Community News (CCN) Funding Program* — **\$6,000**  
Funded by the **Center for Community News**, University of Vermont, 2023
- **Principal Investigator**, *Faculty Champions Program Grant* — **\$1,000**  
Funded by the **Center for Community News**, University of Vermont, 2023
- **Co-Principal Investigator**, *Supporting Mass Communications Education at HBCUs* — **\$4,000**  
Funded by the **South Carolina Media Association**, 2024  
(with D. Gantt, H. Ju, & P. Stearns)

# **SUPERVISION OF HONORS, MASTER'S & DOCTORAL RE-SEARCH**

## ***Doctoral Dissertations (Ph.D.)***

- **Dissertation Chair**

- **Qiu, A.** (2014). *Effects of Immersive Learning Simulations and Dynamic Image Schema on EFL Achievement Across Gender*. Ph.D., Communications Media & Instructional Technology.
- **Murthy, R.** (2014). *Effects of Mnemonics and Audio in Game-Based Learning Environments*. Ph.D., Communications Media & Instructional Technology.
- **Juengel, C.** (2014). *User-Design Among First-Year Female College Students in Game Design: A Phenomenological Study*. Ph.D., Communications Media & Instructional Technology.

- **Dissertation Committee Member**

- **Kohler, M.** (2013). *Media Effects: Comparing Real-Life and Fictional Video Violence in Cyberspace*. Ph.D., Communications Media & Instructional Technology.
- **Cherman, C.** (2011). *Multiple Intelligences and Digital Literacy Among Pre-Service Teachers*. Ph.D., Communications Media & Instructional Technology.
- **Roeper, R.** (2011). *Institutional Factors Influencing Webinar Adoption in Middle Eastern State Systems*. Ph.D., Communications Media & Instructional Technology.

## ***Master's Theses & Projects***

- **Committee Chair**

- **Norwood, A.** (2017). *Misrepresentation of Black Lives Matter: A Content Analysis of Mainstream Media*. M.A., Mass Communication.
- **Collier, M.** (2016). *Impact of Technology and Social Media in the 21st Century*. M.A. Project, Mass Communication.

- **Committee Member**

- **Saint Pe, E.** (2017). *Diversity in Late-Night Network Television*. M.A., Mass Communication.
- **Theres, J.** (2017). *The 30th of May*. M.A., History.
- **Shaaban, R.** (2015). *Technology Use in Medical Education: Egypt and the United States*. M.A., Adult & Community Education.

## ***Honors Bachelor Theses***

- **Thesis Committee Member**
  - **Whaley, A.** (2024). *Social Media Campaigns and HBCU Recruitment Strategies*.
  - **Watson, K.** (2024). *African American Hip-Hop Artists and Societal Impact*.
  - **Pope, B.** (2024). *Reality Television and Pop Culture: The Real Housewives of Atlanta*.
  - **Lawrence, D.** (2023). *Social Media Activism and Civic Engagement*.
  - **Gibson, A.** (2023). *Media Portrayals of African Americans in Youth-Oriented Outlets*.
  - **Foogle, D.** (2023). *Diversity in Public Relations: Structural Barriers*.
  - **Robinson, J.** (2022). *Algorithmic News and College Students' Perceptions*.
  - **Lucki, E.** (2022). *Misrepresentation of African Americans in Film*.
  - **Wilson, D.** (2022). *Social Media and Body Image Among Young Women*.

## **EDITORIAL & PEER-REVIEW SERVICE**

- **Consulting Editor**, *Educational Technology Research and Development (ETR&D)* — 2007–Present
- **Consulting Editor**, *Journal of Educational Computing Research (JECR)* — 2008–2012
- **Article Reviewer**, *Common Ground Research Networks* (University of Illinois Urbana–Champaign) — 2021–2023
- **Review Board Member**, *Journal of Lifelong Learning* — 2014–2016

## **COURSES DEVELOPED, REDESIGNED & CO-AUTHORED**

### ***Undergraduate Curriculum***

- **COMM 103 — Digital Instructional Technology**
- **MC 250 — Media Literacy**
- **MMS 250 — Digital Photography**
- **MMS 290 — Multimedia Storytelling**
- **MMS 364 — Innovations and Social Media**
- **COMM 306 — 2D Digital Game Development**
- **COMM 406 — 3D Game & Simulation Design and Development**
- **COMM 493 — Applied Social Media** (*Special Topics; proposed and developed*)
- **COMM 495 — Digital Media Seminar**

## ***Graduate Curriculum***

- **COMM 846 — Instructional Media Solutions**
- **COMM 900 — Culture of Cyberspace**

## ***Professional Certificates Co-Authored***

- **Strategic Media Applications Certificate** (12 credit hours) — 2023  
*Concentrations:* Media Ministry, Media Writing, Social Media Management

## **UNIVERSITY-WIDE COMMITTEE SERVICE**

### ***Clafin University***

- **Member**, Assessment Committee — *Fall 2022 – Present*
- **Member**, General Education Committee — *Fall 2023 – Present*
- **Member**, Comprehensive Globalization Committee — *Fall 2022 – Present*
- **Member**, Congress to Campus Committee — *Fall 2023 – Spring 2024*
- **Member**, Artificial Intelligence Ad-Hoc Committee — *Spring 2023*
- **Member**, Da’Vinci Committee — *Fall 2022*
- **Chair**, Administrative Assistant Search Committee — *Summer 2022*
- **Member**, Graphic Design Administrative Committee — *Summer 2022*
- **Member**, Marketing Committee — *Spring–Summer 2022*
- **Member**, Getty Images Committee — *Spring–Summer 2022*

### ***Talladega College***

- **Member**, Public Relations Search Committee — *Spring 2021*
- **Member**, Director of Admissions Search Committee — *Spring 2021*
- **Member**, Faculty Affairs Committee — *Fall 2020 – Spring 2021*
- **Member**, Technology & Distance Education Committee — *Fall 2020 – Spring 2021*

### ***Lee University***

- **Member**, Diversity & Inclusion Committee — *Fall 2018 – May 2020*

### ***Jackson State University***

- **Chair**, Faculty Handbook Committee (Subcommittee II)
- **Member**, Faculty Personnel Committee
- **Member**, Graduate Council
- **Member**, Promotion & Tenure Committee
- **Standard Bearer** (University ceremonial and governance role)

### ***Indiana University of Pennsylvania***

- **Chair**, Virtual Environments Council Committee
- **Member**, University Senate
- **Union Representative**, Monitoring Committee
- **Living-Learning Community Liaison Representative**
- **Invited Panelist**, New Faculty Orientation
- **Academic Mentor**. (Waynesburg University)

## **COLLEGE-WIDE COMMITTEE SERVICE**

### ***Claflin University***

- **Chair**, CALABASH Committee — *Spring 2023 – Spring 2024*

### ***Jackson State University***

- **Member**, College of Liberal Arts Committee

### ***Indiana University of Pennsylvania***

- **Member**, College Research Committee
- **Member**, E-Portfolio Subcommittee, Teacher Education Coordinating Council (TECC)
- **Conference Planner**, Technology Day (college-wide professional development event)

## **DEPARTMENT & INSTITUTIONAL COMMITTEE SERVICE**

### ***Claflin University***

- **Search Committee Chair** — *Fall 2021 – Spring 2022*
- **Technology Committee Member** — *Fall 2021 – Spring 2022*
- **Recruitment Committee Member** — *Fall 2021 – Spring 2022*

### ***Jackson State University***

- **Chair**, Technology Committee
- **Member**, Research Committee
- **Member**, Faculty Evaluation Committee
- **Member**, Curriculum Committee

### ***Indiana University of Pennsylvania***

- **Chair**, Summer Committee
- **Member**, Program Review Committee
- **Member**, Temporary Faculty Committee
- **Member**, Faculty Search Committees
- **Member**, Doctoral Committee Review Panels
- **Teaching Assistant Mentor**

### ***Lee University***

- **Member**, Public Relations Search Committee

### ***Waynesburg University***

- **Creativity Assessment Designer**, Department of Communication

## **SERVICE TO THE PROFESSION**

### ***National & International Peer Review***

- **Judge**, Telly Awards — 2024–2025
- **Judge**, Association for Interactive Visual Arts (AIVA) — 2023–2024
- **Proposal Reviewer**, American Educational Research Association (AERA) — 2007
- **Proposal Reviewer**, American Association of Colleges for Teacher Education (AACTE) — 2006
- **Proposal Reviewer**, Holmes Scholars Conference — 2007
- **Proposal Reviewer**, Mississippi Communication Association (MCA) — 2017
- **Proposal Reviewer**, Association for Educational Communications & Technology (AECT) — 2013

### ***Program Committees & Conference Governance***

- **Program Committee Member**, DiGRA Japan Conference — 2019, 2021, 2022, 2024
- **Proposal Review Chair**, Southern States Communication Association (SSCA) — 2020
- **Conference Committee Member & Evaluator**, PETE&C — 2010
- **Committee Member & Internship Coordinator**, PETE&C — 2008

### ***Scholarly & Professional Organizations***

- **Board Member**, Systemic Change Division, Association for Educational Communications & Technology (AECT) — 2010
- **Scholarship Committee Evaluator**, Omicron Delta Kappa (ODK) — 2023
- **Scholarship Committee Member & Voting Member**, Omicron Delta Kappa (ODK) — 2023
- **Social Media Ambassador**, MEDCOM Conference — 2022

## **PUBLIC SCHOLARSHIP, ADVISORY APPOINTMENTS & COMMUNITY LEADERSHIP**

### ***Advisory & Government Service***

- **Advisory Council Member**, Lexington County School District One — 2024
- **Task Force Member**, South Carolina Attorney General's Office — 2024

### ***Public Scholarship & Invited Library Lectures***

- **Invited Presenter**, Lexington Public Library — 2022–2024
  - *Artificial Intelligence & Security*
  - *Artificial Intelligence: Public Implications*
  - *iPhone Photography (iPhonography)* — Feb 2022
  - *Mobile Photo Editing with Snapseed* — Jun 2022

### ***Civic, Nonprofit & Faith-Based Leadership***

- **Public Image Chair**, Rotary Club of Orangeburg–Morning — 2023–2024
- **Educator**, Family Promise (community education initiative)
- **Choir Member**, First Ridgeland Baptist Church

### ***University & Educational Outreach***

- **Host**, Giving Tuesday Campaign, Claflin University
- **Invited Speaker**, Cambria Heights Middle School
- **Invited Industry Liaison**, Claflin University
  - Facilitated guest lectures with broadcast journalist **Galean Stewart**
  - Facilitated guest lectures with **Dustin Cawood**, Skywalker Studios
  - Facilitated invited appearances by **Mark Cuban** for Talladega College and Claflin University communities

### ***Media, Broadcasting & Creative Service***

- **Television Host**, WIUP-TV
- **Event Photographer**, IHL Conference
- **Videographer**, Calvary Chapel Lexington
- **Photographer**, Panther Film Festival, Claflin University
- **Photographer**, Department of English, Claflin University
- **Photographer**, Rotary Club of Orangeburg–Morning
- **Photographer**, Calvary Church Lexington
- **Photographer**, Westmore Church of God
- **Photographer**, Wesley Memorial Methodist Church
- **Photographer**, Trace Ridge Baptist Church
- **Web Designer**, Dios Con Nosotros Iglesia

## **LEADERSHIP & ADMINISTRATIVE APPOINTMENTS**

- **Interim Department Chair**, Claflin University (HBCU) — 2022–2024
- **Department Chair**, Talladega College — 2020–2021
- **Interim Department Chair & Graduate Coordinator**, Jackson State University (R2) — 2016–2017
- **Leadership Faculty**, University of Dayton — 2021–2024

### ***Professional Governance & Executive Leadership***

- **President**, Cleveland Media Association — 2020
- **President-Elect**, Cleveland Media Association — 2019
- **Board Member**, Cleveland Media Association — 2018

- **Vice President of Public Relations**, Toastmasters International — 2018
- **Public Relations Officer**, Rotary Club of Orangeburg–Morning — 2023
- **Secretary**, Indiana Rotary Club — 2014

### ***National & International Professional Service***

- **Judge & Juror**, Association for Interactive Visual Arts (AIVA) — 2023
- **Communication Officer**, Minorities in Media (AECT) — 2010
- **Board Member**, Systemic Change Division, AECT — 2008–2009

### ***Academic Program & Infrastructure Leadership***

- **Director**, Applied Media & Game Simulations Lab — 2010–2015
- **Department Liaison**, College of Engineering (Meteorology) — 2016
- **Mac Lab Supervisor**, Department of Mass Media — 2008–2010
- **BYOD Captain**, International Society for Technology in Education (ISTE) — 2014

## **SELECTED INVITED SPEECHES & KEYNOTES**

### ***Keynotes & Featured Addresses***

- **Featured Speaker**, *Artificial Intelligence in Media*, Penn State University — 2025
- **Keynote Speaker**, C-CUE Conference — 2011
- **TEDx Speaker**, TEDxPhoenixville — 2013

### ***Public Scholarship & Civic Engagement***

- **Invited Speaker**, Lexington Public Library — 2022, 2024
  - *Artificial Intelligence & Media*
- **Invited Speaker**, Rotary Club of Orangeburg–Morning — 2022
- **Invited Speaker**, Lexington Rotary Club — 2022
- **Invited Speaker**, Sunrise Cleveland Rotary Club — 2017
- **Invited Speaker**, Ridgeland/Madison Rotary Club — 2016
- **Invited Speaker**, Civitan Club — 2018
- **Invited Speaker**, United Way (Ocoee Street) — 2018

### ***University & Academic Program Invitations***

- **Invited Speaker**, Washington State University, Jazz Department — 2021
- **Invited Speaker**, University of Florida, Music Entrepreneurship Program — 2021
- **Invited Speaker**, Center for the Arts, Migration, & Entrepreneurship (University of Florida) — 2020
- **Invited Speaker**, Baja Academy Partnership, Claflin University / Edisto Elementary — 2023
- **Invited Speaker**, “What’s It Like to Have Served in a Foreign Military?” — 2023

### ***Industry, Corporate & Professional Audiences***

- **Invited Speaker**, BOSPAR Incorporated (Corporate DEI) — 2023
- **Invited Speaker**, Advertising Federation (ADFED) — 2019
- **Invited Speaker**, Cleveland Media Association — 2019
- **Invited Speaker**, American Advertising Federation (Chattanooga) — 2018
- **Invited Speaker**, Mississippi e-Center Business Incubator — 2017

### ***Ceremonial & Recognition Addresses***

- **Invited Speaker**, One JSU Awards Ceremony — 2016
- **Invited Speaker**, Achievement Conference (Ceremony & Awards) — 2006

## **HONORS & AWARDS**

### ***National & International Creative Excellence***

- **Telly Awards** — *Silver* (2023, 2024); *Bronze* (2022)
- **VIDDY Awards** — *Platinum* (2022); *Honorable Mention* (2023)
- **marCOM Awards** — *Gold* (2023)
- **AVA Digital Awards** — *Gold* (2021, 2023)
- **DotCOMM Awards** — *Gold* (2021, 2022); *Honorable Mention* (2022)
- **Hermes Creative Awards®** — *Gold* (2021 [2 awards], 2022); *Honorable Mention* (2022)
- **Davey Awards** — *Silver* (2021)
- **Wide Screen Film & Music Video Festival** — *Quarterfinalist (Top 25%)* (2024)

### ***National Teaching, Media & Professional Recognition***

- **Outstanding HBCU Educator of the Year**, PRNEWS — 2022, 2023
- **Communicator of the Year**, PRNEWS — *Honorable Mention* (2023)
- **PRNEWS A-List**, Top 35 PR & Communication Programs — 2021
- **ANA Visiting Professorship** — 2022
- **Alex Trebek Fellowship Recipient** — 2023

### ***Institutional Teaching & Faculty Honors***

- **Faculty Member of the Year**, Claflin University — 2022
- **Teacher of the Year Nominee**, Talladega College — 2021
- **Teacher of the Year Nominee**, Claflin University (SGA) — 2021, 22, 23, 24, 25
- **Professor of the Game Award** (Excellence in Academic Advising) — 2016
- **Facility Champion Award**, CCN — 2023

### ***Student Achievement, Scholarship & Academic Distinction***

- **Omicron Delta Kappa Award Recipient** — 2021
- **Innovation in Journalism & New Media Award** — 2017
- **IUP Achievement in Scholarship Award** — 2012, 2013
- **Outstanding Researcher Award**, College of Education (IUP) — 2011
- **Paul W. Welliver Outstanding Graduate Student Award** (PAECT) — 2007
- **Outstanding Graduate Student Award**, Clarion University — 2004
- **ECA Top Poster Session Graduate Paper Award** — 2004
- **Chancellor's List**, Penn State University — 2006

### ***Competitive Fellowships & Scholarships***

- **Doctor of Ministry in Global Outreach, *Honoris Causa*** — 2019
- **Graham Fellowship Award** — 2004
- **Puksar/Holmes Scholarship** — 2004–2006
- **Miriam Gray Scholarship** — 2005
- **L&PS Summer Research Grant** — 2005
- **PETE&C Internship Fellowship** — 2002–2006
- **Clarion Federal Credit Union Scholarship** — 2004
- **Pi Lambda Theta**, Educational Honor Society — 2005

## **GALLERY EXHIBITIONS & JURIED SHOWS**

- **Juried Artist**, *7th Annual Waterscapes Exhibition* — Santa Fe, New Mexico, 2022
- **Solo Exhibition**, *From the Eyes of an Immigrant: My Southern Travels* (Photography) — Talladega, Alabama, 2020
- **Juried Exhibition**, *2020 Botanical* (Photography), Association for Visual Arts — 2020
- **Juried Exhibition**, *#AVAPOPUP* (Photography), Association for Visual Arts — 2020
- **Featured Artist**, Artsy Shark — 2020
- **Exhibiting Artist**, Mississippi Craft Show — Jackson, Mississippi, 2016

## **PUBLISHED PHOTOGRAPHS**

### ***Institutional, Media & Digital Publications***

- **Photographer**, *Father Film Festival* — Claflin University (digital publication), 2022
- **Photographer**, *Food Photography Campaign*, Cinnamomma Cookies (commercial web publication), 2021
- **Photographer**, *Lee Professor's Artwork Featured on Artsy Shark* — Artsy Shark (digital arts publication), 2020
- **Photographer**, *Early Winter Artist Showcase* — Artsy Shark (digital arts publication), 2020
- **Photographer**, *WAHS Graduate Competes in 17th Annual Smithsonian Magazine Photo Contest* — digital feature, 2019

### ***Newspaper & Journal Publications***

- **Photographer**, *Lexington Chronicle Newspaper* — Lexington, SC, 2025-2025
  - Coverage includes features and community events
- **Photographer**, *Mississippi Link Newspaper* — Jackson, Mississippi, 2015–2017
  - Coverage includes university partnerships, faculty portraits, student features, and community events
- **Photographer**, *Hotty Toddy Newspaper* — Oxford, Mississippi, 2016
- **Photographer**, *The Blue & White Flash Newspaper* — Jackson, Mississippi, 2016
- **Photographer**, *Journal of Communications Media*, Vol. 2, p. 102 — “*The Elephants*”, Indiana, Pennsylvania, 2011

## **SELECTED SOCIAL & DIGITAL VIDEO PRODUCTIONS**

*Executive Producer / Director*

### ***Institutional, Recruitment & Public-Facing Campaigns***

- **Come Study Abroad at Claflin University** — External client video campaign, 2025
- **Join Rotary** — External civic engagement campaign, 2024
- **Just Come to Class** — University recruitment campaign, Talladega College, 2020
- **Why Major in Mass Media Studies?** — Academic program promotion, Talladega College, 2020

### ***Signature Series & Public Scholarship***

- **The Ask Project** — Interview-based public discourse series, 2021–2023
  - *Aurora Kadash: My Story* (2023)
  - *Let African-American Youth Speak* (2022)
  - *Are Libraries Still Relevant?* (2021)
  - *Should All Americans Get the COVID-19 Vaccine?* (2021)
  - Additional student-collaborative episodes addressing higher education, civic identity, and social issues

### ***University & Cultural Events (Claflin University)***

- **CALABASH 2022/24** — Festival promotional suite (animated slideshow, creative highlights, student testimonials), 2022, 2024
- **What Do You Love About Claflin?** — Student testimonial campaign, 2022
- **HBCU Campus Safety & Racism** — Student collaboration feature, 2022
- **Homecoming & Campus Life Series** — Student-led social content, 2021

### ***Student Testimonial & Recruitment Portfolio***

- **Claflin Student Testimonial Series** — Multi-episode recruitment content, 2021–2022
  - Topics include: reasons for enrollment, career aspirations, study abroad interests, graduation plans, and campus engagement
  - Representative features: *Camryn Singleton*, *DanaJa Gore*, *Maurice Moore*, *James Hall* (*My Dream Job Series*)

## ***Corporate, Nonprofit & Event Productions***

- **Huntsville Botanical Garden: Night Blooms** — Promotional video, 2021
- **Birmingham Zoo: Glow Wild** — Event promotional video, 2021
- **Coco's House Senior Sanctuary & Rescue** — Fundraising campaign, 2021
- **Corporate End-of-Year Event** — Talladega, Alabama, 2021

## ***Executive & Advancement Communications***

- **Presidential Address to UNCF Masked Gala** — Talladega College, Birmingham, Alabama, 2021
- **Student Funding Impact Testimonial** — UNCF Gala feature, 2021
- **Incoming Class Address** — Executive announcement, Talladega College, 2021

## **FILM PRODUCTIONS & FESTIVAL SELECTIONS**

### ***Director***

### ***International Festival Selections***

- **Fidget (1-Minute Short Film)** — 2023–2025
  - **Aussie Gold Film Festival**, Sydney, Australia — 2025
  - **Wide Screen Film Festival**, Ontario, Canada — 2024
  - **60-Second International Film Festival**, Islamabad, Pakistan — 2023
- **Patience (1-Minute Short Film)** — 2023–2024
  - **Wide Screen Film Festival**, Ontario, Canada — 2024
  - **Rock & Roll Film Festival**, Kenya — 2023
  - **60-Second International Film Festival**, Islamabad, Pakistan — 2023
- **Ask and You Will Receive (1-Minute Short Film)** — 2024
  - **Madras Independent Film Festival**, Chennai, India
- **Aurora Prizm (1-Minute Short Film)** — 2023
  - **Global Film Exhibition**, Cecil County Independent Film Festival — Cecil County, Maryland
- **Consequence (1-Minute Short Film)** — 2023

- **Global Film Exhibition**, 60-Second International Film Festival — Islamabad, Pakistan

## **SELECTED TELEVISION & BROADCAST PRODUCTIONS**

### ***Original Interview***

- **Snippet** — *Conversation with Cecil Williams* (Interview Series)  
Executive Producer / Host — Lexington, South Carolina, 2024  
Distributed via **Dr. A Photo LLC** (YouTube)

### ***University News & Breaking Coverage***

- **Panther TV Newsbrief** — Claflin University  
Executive Producer / Director — Orangeburg, South Carolina, Aug–Nov 2022-23
  - Monthly newsbriefs (August, September, October, November)
  - **Breaking News Special: Death of Queen Elizabeth II** (October 2022)  
Distributed via Claflin University digital platforms

### ***Long-Form Academic & Public Affairs Programming***

- **Conversations** — “*Why It Isn’t 17 Hours a Week*”  
Co-Producer / Host — Indiana University of Pennsylvania, Indiana, Pennsylvania, 2012

### ***Talk Show & Educational Television***

- **What’s Like Show** — Talk-based educational television series  
Co-Producer / Host — Indiana University of Pennsylvania, Indiana, Pennsylvania, 2011
  - Episode themes include: *Cooking, Yoga, Insurance, Cadet Life, ROTC*

## **REGIONAL BROADCAST RADIO PRODUCTION**

### ***Campus Radio Broadcasts***

- **Host, Only Hits** — Panther Radio (WCUR), 2023–2024
  - *Multi-episode music and talk broadcast series (Episodes 1–6)*
- **Host, The Dr. A Show** — WIUP Radio, 2013–2014
  - Music-centric radio program (50–60s music) with hosted commentary

## **OTHER ADMINISTRATIVE EXPERIENCE**

### **Head Golf Coach, Waynesburg University — Waynesburg, Pennsylvania**

*August 2008 – May 2009*

- **Recruited and rostered** 10 varsity student-athletes, strengthening program competitiveness
- **Directed program operations**, including travel logistics, event scheduling, and coaching payroll
- **Designed and implemented training programs**, integrating strength conditioning with performance psychology
- **Collaborated with Athletics Administration** on fundraising initiatives and donor engagement
- **Ensured compliance with NCAA regulations**, working closely with the Athletic Department

## **EDUCATION**

**The Pennsylvania State University**, University Park, Pennsylvania

**Ph.D., Instructional Systems** — *August 2008*

- **GPA: 3.9 / 4.0**

**Pennsylvania Western University (Clarion)**, Clarion, Pennsylvania

**M.S., Communication Education & Mass Media Technology** — *May 2004*

- **GPA: 4.0 / 4.0**

**Slippery Rock University**, Slippery Rock, Pennsylvania

**B.S., Sports Management** — *May 2002*

- **GPA: 3.45 / 4.0**

## **PROFESSIONAL MEMBERSHIPS & AFFILIATIONS**

- **Penn State Alumni Association**
- **South Carolina Technical Education Association (SCTEA)**
- **Popular Culture Association / American Culture Association (PCA/ACA)**
- **Holmes Partnership — *Lifetime Member***
- **Association for Educational Communications & Technology (AECT)**
- **Association for Visual Arts (AVA)**
- **Professional Photographers of America (PPA)**
- **National Association for Media Literacy Education (NAMLE)**
- **Florida Communication Association (FCA)**

# **LEADERSHIP DEVELOPMENT, GRANTS & PROFESSIONAL TRAINING**

## ***Executive & Strategic Leadership***

- **Management Development Program (MDP) Certificate**, Harvard University — 2023
- **Manage Yourself and Lead Others**, Harvard University — 2012
- **Toastmasters International Leadership Training** — 2018

## ***Policy, AI & Public Scholarship***

- **Op-Ed Writing Workshop**, University of South Carolina — 2024
- **IBM Watson AI Seminar**, University of South Carolina — 2024
- **Writing Opinion Essays Workshop**, Rutgers University — 2021

## **Grants, Budgeting & Institutional Operations**

- **Grant Development Institute (GDI)**, Claflin University — 2023
- **Budget & Financial Systems Training (JENZABAR)** — 2022

## ***Academic Leadership & Governance***

- **On Becoming a Department Chair**, Indiana University of Pennsylvania — 2013
- **Conflict Management for Academic Chairs**, Jackson State University — 2017
- **Ethics for Academic Administrators**, Jackson State University — 2016–2017
- **Conflict Management**, Jackson State University — 2016
- **Creating Assessment Reports**, Jackson State University — 2017

## ***Well-Being & Student Support***

- **Mental Health First Aid Certification** — 2023
- **Emotional Intelligence Training**, Jackson State University — 2017

# **MEDIA PRODUCTION CERTIFICATIONS**

## ***Apple & Platform Credentials***

- **Apple Certified Educator**
- **Final Cut Pro Certified**

- **Logic Pro X Certified**

### *Adobe Creative Cloud Certifications*

- **Adobe Photoshop (Advanced Certification)**
- **Adobe Lightroom (Professional Certification)**
- **Adobe Illustrator (Certification)**
- **Adobe Audition (Certification)**
- **Adobe Dreamweaver (Certification)**
- **Adobe Spark (Certification)**

### *Web & Digital Platforms*

- **WordPress (Certified)**

## **ONLINE & DISTANCE EDUCATION CERTIFICATIONS**

- **Cleartouch Board Training Certification — 2022**
- **Creating & Facilitating Online Courses, UNCF — 2021**
- **Higher Education: First Day Ready with Canvas — 2020**

## **OTHER PROFESSIONAL CERTIFICATIONS**

### *Leadership, Ethics & Coaching*

- **Ordained Minister Certification, National Association of Christian Ministers (NACM) — 2022**
- **Master Life Coach Certification — 2020**
- **Research Ethics Training Certification — 2019**

### *Executive & Professional Development*

- **Manage Yourself and Lead Others, Harvard University Extension School — 2013**

### *Athletic & Professional Credentials*

- **PGTAA “Class A” Master Teaching Golf Professional — 2008**

## REFERENCES

**Jonathan Smalls, Ph.D.**

AVP of Institutional Research

Claflin University — Orangeburg, South Carolina

Email: josmall@claflin.edu | Phone: (803) 535-5177

**Annette E. Jackson, Ph.D.**

Director of Global Programs & Associate Professor

Claflin University — Orangeburg, South Carolina

Email: aesjackson@gmail.com | Phone: (850) 339-5877

**Hyejung Ju, Ph.D.**

Professor

Claflin University — Orangeburg, South Carolina

Email: hju@claflin.edu | Phone: (803) 535-5214

**Michael R. Finch, Ph.D.**

Associate Professor

Southern Adventist University — Collegedale, Tennessee

Email: finch@southern.edu | Phone: (423) 236-2733

**Carolyn Dirksen, Ph.D.**

Retired Provost

Lee University — Cleveland, Tennessee

Email: cdirksen@leeuniversity.edu | Phone: (423) 599-9362