

Charles H.F. Davis III

University of Pennsylvania
Graduate School of Education
3700 Walnut Street
Philadelphia, Pennsylvania 19104

(703) 677 – 1106 | charles.hf.davisiii@gmail.com

APRIL 2009

EDUCATION

University of Pennsylvania [Philadelphia, PA] Master of Science in Education – Education, Culture, & Society	5/2010
The Florida State University [Tallahassee, FL] Master of Arts Degree – Integrated Marketing Communication	12/2008
The Florida State University [Tallahassee, FL] Bachelor of Arts Degree – English / Minor – African American Studies	12/2006

SCHOLASTIC / EDUCATION WORK EXPERIENCE

National Student Leadership Conferences. Team Advisor	2005 – 2006
Lincoln High School [Tallahassee, FL], Music Instructor	2004 – 2006
Taylor County High School [Perry, FL], Music Instructor	2002 – 2004

OTHER WORK EXPERIENCE

VOCAL Speakers, National Speaker	2008 – Present
InSpire Magazine, Vice President of Marketing & Promotions	2007 – 2009
Inspire Us Foundation, Inc., Director of Leadership Development	2007 – 2008

RESEARCH PAPERS (CONCEPTUAL WORK, RESEARCH SYNTHESSES, DISCUSSIONS AND REPORTS)

1. “The Effects of product placement and commercial Advertising on the Black Entertainment Television (BET) Channel on African American Teen Self-concept Identity Development: A Literature Review and Research Directions,” Florida State University College of Communication, June 2008.
 2. “CNN’s Black In America: Content Analysis of Program Media Advertising,” (with Steven McClung, Ph.D.) [Accepted for publication in the *Occasional Paper Series*, Center for African American Policy & Research], October 2008
 3. “CNN’s Black In America: Content Analysis of Program Media Advertising,” (with Steven McClung, Ph.D.) [Submitted for publication in the *Association for Education in Journalism and Media Journal*], April 2009.
-

FORTHCOMING & PUBLISHED TEXTS

1. *Career Detour*, [Electronic Text] , Digital Book Series, Legacy Brand Publishing, January 2009.
 2. *The Audacity of Leadership*, (Refereed Chapter), [Forthcoming text by the InSpire Leadership Education Accountability Development Institute, InSpire Us Foundation], Stylus Publishing, March 2009.
 3. *Envision the Vision*, (with Lee Jones, Ph.D.) [Forthcoming text] , Stylus Publishing, June 2009.
-

SPEECHES / PRESENTATIONS

1. “Life, Liberty, and Preparation for College and Beyond,” *InSpire Leadership Educational Accountability Development Institute*, InSpire Us Foundation, April 2008.
 2. “Knowledge of Self: Empowering the Black Male Image for the 21st Century,” *Black Male Development Symposium*, Arcadia University, May 2008.
 3. Guest LEAD – LeaderShape®, Florida State University, May 2008
 4. “How to Lead Leaders: What does it take?,” Kappa Alpha Psi Undergraduate Leadership Institute, June 2008.
 5. “Dare to be Different: Your Key to Success,” *InSpire Leadership Educational Accountability Development Institute*, InSpire Us Foundation, September 2008.
 6. “College Preparation and Readiness,” [Panel discussion at the *State of Florida Youth Leadership and Development Summit*], June 2008.
 7. “Freedom Fighter” [Keynote Address at *George Mason University*], February 2009.
 8. “Lead, Follow, or Get out of the Way” [Presentation at *Revolution Leadership Retreat*, Disney Entrepreneurial Center], April 2009.
 9. “Direct Flight: Navigating Life with Purpose and Direction,” [Presentation at the InSpire Empowerment, Leadership, and Economic Summit], June 2009.
-

MARKETING CASE STUDIES, REPORTS & STRATEGIC PLANS

1. “Case Study: The 1985 Coca-Cola Company Marketing Misfire,” February 2008.
 2. “Consumer Report: Perspectives on Adolescent, Mobile Phone, and Gender Markets,” March 2008.
 3. “Marketing Account Plan: Element Vodka Company,” April 2008.
 4. “Qualitative Research Report: U.S. Hispanics and Personal Oral Health Care,” The Florida State University College of Communication, Center for Hispanic Marketing Communication, April 2008.
 5. “Crest Toothpaste – A Proctor & Gamble Company, Marketing Strategy for the U.S. Hispanic Market,” The Florida State University College of Communication, Center for Hispanic Marketing Communication, April 2008.
 6. “Marketing Strategic Plan: ABC Fine Wine & Spirits,” October 2009.
 7. “Marketing Strategic Plan: InSpire Magazine, LLC,” November 2009.
 8. “Marketing Strategic Plan: The Florida State University College of Communication,” December 2009.
-

ACADEMIC & RESEARCH ORGANIZATIONS

Brothers of the Academy Research Institute (BOTA), *Scholar Researcher*

Center for African-American Research & Policy (CAARP), *Scholar Researcher*

ACADEMIC ACHIEVEMENTS & AWARDS

Golden Key International Honour Society

Omicron Delta Kappa National Leadership Honorary

Who's Who Among Students in American Colleges & Universities

National Scholars Society

Florida State University Dean's List Scholar

Bright Futures Merit Scholar

Florida State University Student STARZ! Award

PROFESSIONAL ORGANIZATIONS / AFFILIATIONS

Great Black Speakers Bureau, *National Speaker*

Pi Sigma Epsilon Professional Fraternity, Inc. (Marketing) *Professional Member*

American Marketing Association, *Associate Member*

American Advertising Federation, *Associate Member*

SOCIAL & CIVIC ORGANIZATIONS / AFFILIATIONS

Kappa Alpha Psi Fraternity, Inc., *Chair*, National Board of Advisors for Undergraduate Leadership

Michael R. Moore Lodge #764 – Prince Hall Affiliated, *Member*