

# TIFFANY BOWDEN

## BIO

Entrepreneur, Business Consultant and Corporate Diversity Expert, Tiffany Bowden is the founding President and Co-Founder of the Minority Cannabis Business Association (MCBA) and Co-Owner of Comfy Tree Enterprises. The MCBA is the first non-profit dedicated to the needs of minorities in the cannabis industry. Comfy Tree Enterprises provides business consultation to cannabis enthusiasts, start-up's and established companies.

Honing her entrepreneurial savvy in the corporate arena, Ms. Bowden built a solid reputation as a go-to expert in investor building, grant writing and contract bidding. During her corporate tenure, Ms. Bowden brought in profits of over 500 Million dollars. She has led business development projects in top companies such as Procter & Gamble, Groupon, Barefoot Proximity, and Arnold Worldwide.

An advocate for medical cannabis, Ms. Bowden gained first-hand experience during a spinal injury of its importance. Using personal experiences as a platform for advocacy, she fights to ensure access to improved quality of life via medical cannabis. Having built a network of over 50,000 cannabis entrepreneurs, many who are women, and minority, Ms Bowden provides management consulting to entrepreneurs applying for, starting and managing cannabis businesses.

Currently a PhD candidate in Communications and Diversity and Inclusion, Ms Bowden has master's specialization in Human Resources, Sales, Training and instruction. She is a highly sought speaker on issues of cannabis growing, cultivation, and marketing and branding.

## EDUCATION

**University of Illinois, Urbana Champaign (UIUC) 09/09 – PRESENT**

**PhD in Communication Research – Degree In Progress – A.B.D.**

Specialization, Diversity and Inclusion and Cannabis Studies

**Ohio University, Athens (OU)**

**M.A. in Communications, Specialization in New Media Studies**

(Cultural Studies in Education) and Some College Student Personnel Course work  
Cumulative GPA: 3.8

**Ohio University, Athens (OU)**

**B.A. Journalism, Specializations in Advertising Management, Creative Writing and Global Leadership**

Major GPA 4.0  
Cumulative GPA 3.7

## ACADEMIC HONORS AND AWARDS

**Ford Foundation Diversity Pre-Doctoral Fellowship 07/09**

**Honorable Mention Alternate**

The National Academy of Sciences  
Recognition for Academic Excellence, Commitment to Diversity and Education

**University of Illinois Summer Pre-Doctoral Institute Fellowship 07/09**

Funding \$3,000  
Recognition for Academic Excellence, Commitment to Diversity and Education

**McNair Scholars Graduate Fellowship, Funded two years-\$15,000 06/09**

Recognition for scholarship, diversity and leadership

**Applause Magazine, Reach for the Stars Award Winner 02/07**

Images of Excellence Corporation  
Recognition for Academic Excellence, Corporate Achievement, Education, Advocacy, Public Service and Communication

**American Advertising Federation Most Promising Minority Finalist 02/06**

Listed in Advertising Age and USA Today  
Recognition for Academic and Professional Excellence

**Golden Key Scholar, Ohio University 06/06**

Recognition for graduating in the top 15% of graduating class

**Ohio University E.W. Scripps School of Communication Student Spotlight 05/06**

Featured on Ohio University's School of Communication's website.  
Recognition for academic excellence and professional achievement

<b>Arras Group Scholarship</b> Cleveland Advertising Association, Recognition for academic excellence and professional achievement	<b>03/06</b>
<b>American Advertising Federation Cleveland Scholarship</b> Cleveland Advertising Association, Recognition for academic excellence and professional achievement	<b>03/06</b>
<b>Deans List Scholarship</b> Ohio University, Recognition for academic excellence	<b>01/06</b>
<b>Deans List Scholarship</b> Ohio University, Recognition for academic excellence	<b>04/06</b>
<b>McNair Scholar</b> Recognition for academic Achievement, diversity and leadership Paper: "The Evolution of Stereotypical Depictions of African Americans in Advertising" (Advisor: Dr. Akil Houston)	<b>06/05</b>
<b>Arras Group Scholarship</b> Cleveland Advertising Association, Recognition for academic excellence and professional achievement	<b>03/05</b>
<b>Thomas Brennen Memorial Scholarship</b> Cleveland Advertising Association, Recognition for academic excellence and professional achievement	<b>03/05</b>
<b>Deans List Scholarship</b> Ohio University, Recognition for academic excellence	<b>01/05</b>
<b>Deans List Scholarship</b> Ohio University, Recognition for academic excellence	<b>04/05</b>
<b>Deans List Scholarship</b> Ohio University, Recognition for academic excellence	<b>10/05</b>
<b>Thurgood Marshall Scholarship Recipient, Funded for two years</b> Recognition for academic excellence, diversity and leadership	<b>06/04</b>
<b>Deans List Scholarship</b> Ohio University Recognition for academic excellence	<b>10/04</b>
<b>Procter &amp; Gamble Scholarship Recipient</b> Recognition for academic excellence and professional achievement	<b>06/03</b>
<b>Procter &amp; Gamble Scholarship Recipient</b> Recognition for academic excellence and professional achievement	<b>06/02</b>
<b>Procter &amp; Gamble Scholarship Recipient</b> Recognition for academic excellence and professional achievement	<b>06/01</b>

## PROFESSIONAL PRESENTATIONS

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- Presenter, Failing the Brown Paper Bag Test: An Auto-Ethnographic Performance on Colorism** 2010  
Women and Girls of Color: History, Heritage, Heterogeneity Conference. Southern Connecticut State University.
- Invited Presenter, Hair-itage** 2010  
The Discourse Surrounding African American Women's Natural Hair. Black Graduate Association. University of Illinois Urbana, Champaign.
- Presenter, Institutional Racism** 2010  
a Performative response. School of Social Work. University of Illinois.
- Presenter, Advertising Roundtable** 2010  
Presenter at the Institute of Communications Research Reunion Conference. University of Illinois, Champaign, Illinois
- Performer, Cirque Du So Lean** 2010  
Artist-researcher in social issues theater play. University of Illinois, Urbana-Champaign.
- Presenter, Global Blackness** 2009  
Consuming the 'Other'. Student Pre-doctoral Institute Research Presentation. University of Illinois, Champaign, Illinois
- Invited Presenter, Barbie Doesn't Look Like Me** 2009  
Women's Center. University of Illinois, Urbana Champaign.
- Panel Participant, Hip Hip Congress' "Hip Hop Misogyny" program. April, 2008** 2008  
Addressed the degradation of women in hip hop music and music videos. Also addressed consumer activism and media ownership.
- Panel Participant, Urban Scholars' program** 2008  
Graduate School—"Questions Answered." May, 2008. Answered questions that minority undergrads had about graduate school.
- Presenter, The Evolution of Stereotypical Depictions of African Americans in Advertising"** 2005  
Presented at the McNair Scholars West Virginia University Conference. Morgantown, West Virginia.

## PUBLICATIONS

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- Bowden, T (2017). A patient's Guide to Cannabis Treatment of Chronic Back Pain (In progress)
- Bowden, T (2017). Open letter to Scott Gionatti. [Fb.Me/Tiffanybowden](https://www.facebook.com/TiffanyBowden)
- Bowden, T (2016). Tiffany Bowden's Breaking In Series: Founding Agreements. Black Enterprise: <http://www.blackenterprise.com/billboard/breaking-series-founding-agreements/>
- Bowden, T (2015). ComfyTree BudTending Training Book
- Bowden, T (2014) ComfyTree Cannabis Academy Resource Guide; Edited Compilation. ComfyTree Enterprises; [www.hellocomfytree.com](http://www.hellocomfytree.com)
- Bowden, T. (2010). Black Birds: Works of a Woman Unfolding. Qualitative Inquiry, 16, 235-239.

## PROFESSIONAL PRACTICE EXPERIENCE

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- Cannabis Contributor, Black Enterprise** 2016 – PRESENT  
Wrote articles focusing on diversity and inclusion issues in the cannabis industry.
- Founder, Minority Cannabis Industry Association/Minority Cannabis Business Association** 2014  
Served as the founding president, visionary and mission writer of the first non-profit dedicated exclusively to the interests of minorities in the cannabis industry. Served as an education chair within the organization and launched a webinar series to introduce market entrants to cannabis education.
- Founder, ComfyTree Enterprises** 2014  
Lead, training, consulting and conferences on introductory and intermediate education in the cannabis industry. Responsible for all operational management of the enterprise, new business development, consumer relations, media relations, sales, and vendor relationships.

# PROFESSIONAL PRACTICE EXPERIENCE

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## Founder, ComfyTree Consulting

2013

Lead training and consulting on introductory education on the cannabis industry

## TRIO McNair Mentor

2009

Provided support to McNair Scholars by offering scholarly advice, paper review, presentation review, and academic advancement tips. Attended conferences and provided guidance to underrepresented student groups.

## University College Office of Retention (Student Affairs)

2008

Student Help Center, Ohio University

## Supervisor: Dale Tampke

Hours: 20 hours per week, Graduate Assistantship

- Specialized in working with International Students and Students of Color within the office of retentions.
- Identified at-risk students and contacted them to offer support through barriers that cause students to drop out of school.
- Academic Advising: helping students choose majors; offer resource presentations to students who are on academic probation
- Offered special assistance to Athletes for clearinghouse regulations
- Created programs to help under targeted at-risk groups (African Americans and Transfer Students)
- Specialized counsel for Athletes with eligibility concerns requiring a sophisticated knowledge of NCAA Clearinghouse regulations and policies.
- Successfully intervened on behalf of more than 20 students and played a role in their re-admittance or path correction.

## University Athletic Academic Support—Tallahassee, Florida

2001 – 2003

Client: Florida State University Men's Basketball

- Created tutoring program for men's basketball program to assist with eligibility concerns. The predominantly African American basketball team saw increases in their GPA's, self esteem and made overall better life choices.
- Leveraging Florida A& M University network, provided experts to help mentor on manhood and cultural awareness.

## University of Illinois

2013 – PRESENT

Consumer Insights Instructor and Cultural Researcher

- Specialized in cultural markets and educated students on underrepresented markets in effort to prevent stereotypical depictions in advertising campaigns.
- Educated students on cultural awareness issues when constructing advertising campaigns.
- Conducted primary research to develop consumer insights for local businesses.
- Taught students research methodology such as focus groups, ethnography and netnography to enable them to make consumer-centric campaigns.
- Taught students ecommerce strategy and how to effectively pitch advertising campaigns to clients
- Taught about digital media entrepreneurship; utilizing cases such as Groupon, Living Social and Facebook as examples

## Life Coach

2009 – PRESENT

Breakthrough Academy (founder)

- Provide one on one life coaching and counseling to underrepresented students experiencing various times of difficulty or desires in increasing their effectiveness in life.
- I provided workshops and programming on living an empowered life, effective study skills and time management.
- Using my background in advertising we discussed how media representation of fulfillment success and pathways to self-actualization might differ from strategic pathways.
- Instead of taking those insights and using them for branding in advertising and ultimately attach them to products, I help steer people toward what they actually want out of life—spiritual connection and a deeper understanding of themselves and others.

## Procter & Gamble—Cincinnati, Ohio

2003

African American Multicultural Business Development (Marketing) Intern

Supervisor: Susan Mboya; Director of African American Marketing and direct report to Graciela Eleta; VP of Multicultural Marketing (Hispanic & African American)

- Benchmarked leaders of multicultural marketing and suggested strategies to reach the African American consumer working with Burrell and Carol H. Williams Advertising Agencies;
- Monitored brand spending for African American marketing and coached on spending effectively;
- Modified educational training program for brands and advertising agencies; Tracked research tests of African American marketing vehicles.
- Suggested positive approaches for representing the African American consumer

## **Procter & Gamble–Caracas, Venezuela & Cincinnati, Ohio**

**2002**

Global Diversity & Inclusion-Human Resources /Internal Marketing Intern  
Supervisor: Denise Andrews

- Assisted in the deployment of the Women Supporting Women & People Supporting People programs which were geared toward increasing diversity in upper management at Procter & Gamble in Caracas, Venezuela.
- Promoted the programs benefits and sought funding support from within the company; Developed marketing/advertising packages for Parke Media by researching ads, & ad competitors;
- Developed a website working with a contractor by supplying content and design;
- Contacted celebrities to determine charities to receive benefit from the program;
- Extracted post-diversity program qualitative data from surveys to assist in the fine tuning of the program and measuring of effectiveness.

## **Media Literacy Instructor**

**2011**

MS166: Media Literacy  
University of Illinois

- Facilitated a course teaching new media literacy skills necessary to be civically engaged in a highly mediated society and to teach new skills for a new high tech society.
- Taught students learn about issues such as media representation, ownership, and ideological messaging.
- Personally responsible for 38 students.

## **Media Culture and Society Teaching Assistant**

**2010**

University of Illinois

- Facilitated a discussion section as a Teaching assistant for the class geared toward educating students about critical issues in new media such as gender, race, class and access.
- Graded papers, lectured, encouraged dialogue. Responsible for approximately 60 students.

## **Barefoot Advertising Agency (BBDO) –Cincinnati, Ohio**

**2007**

Interactive Account Manager/Interactive Assistant Account Manager  
Client: Procter & Gamble  
Brands: Mr. Clean, Febreze, Swiffer  
Supervisor: Fran Dicari

Responsibilities: Managed client relationship and acted as the bridge between the marketing managers and the agency; Ensured team cohesiveness and strategic projects; Monitored web traffic and effectiveness of online promotions; Offered website consultation to Marketing managers; educated marketing managers on new avenues to reach consumers through new technology and interactive techniques; Focus group research; Designed promotions for Home Made Simple online magazine; Offered consultation on multicultural consumer marketing techniques.

## **Arnold Worldwide–Boston, Massachusetts**

**2005**

Account Management Intern/ American Association of Advertising Agencies (AAAA) Multicultural Advertising Internship Program (MAIP)  
Client: McDonald's; Arnold Worldwide

Responsibilities: Wrote four commercials for various McDonald's products in the NE area to attract young professional African Americans while ensuring campaign was free of stereotypical approaches. Designed flyers for national and local McDonald's; Won "Most Integrated Campaign" in intern competition to re-brand training division; Operated a meet and greet for Destiny's Child during the Fulfilled & Lovin' It Tour; Redesigned databases and templates for Arnold's internal business to increase agency efficiency;

## **Procter & Gamble–Cincinnati, Ohio**

**2001**

Family Care-Human Resources/Marketing Intern  
Supervisor: Christie Warren

Responsibilities: Developed internet based restaurant guide used as a marketing tool for relocating employees; Enabled discounts for relocating employees by negotiating with restaurant owners

## **University Athletic Marketing–Tallahassee, Florida**

**2001**

Client: Florida A&M University/Florida State University

Responsibilities: Assisted in event creation, implementation, and promotion, created awareness and attitude surveys and solicited business sponsorships

## **University Athletic Academic Support–Tallahassee, Florida**

**2001 – 2003**

Client: Florida State University Men's Basketball

Responsibilities Created tutoring program for men's basketball program to assist with eligibility concerns. The predominantly African American basketball team saw increases in their GPAs, self esteem and made overall better life choices. Leveraging Florida A& M University network, provided experts to help mentor on manhood and cultural awareness.

# RESEARCH EXPERIENCE

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## University of Illinois –Champaign IL

2013 – PRESENT

Thesis hours and consulting work

First scholar to access and conduct research on University of Illinois' cannabis archives. Conducted consumer behavior, advertising and educational research at the intersection of cannabis, diversity, and business access and matriculation

## University Illinois–Champaign, IL

2014 – 2015

Thesis Hours /Consulting Work

Conducted Independent research for an energy drink company. Assisted with merchandising, packaging and branding decisions based on consumer observation. Conducted ethnographic in store observations, interviews and taste tests.

## University Illinois–Champaign, IL

2013

Qualitative Research Methods

Instructor: Dr. Michelle Nelson

Researched 'second screen' media users through qualitative methods (netnography, interviews, media diaries) to determine how advertisers could best deal with the new multimedia environment and the competition for consumer attention. Based on consumer insight strategies of device connectivity, cookie technology to increase brand relevance, and brand identifying techniques for consumers wishing to purchase items from product placement strategies.

## University of Illinois–Champaign, IL

2013

Qualitative Research Methods

Instructor: Dr. Michelle Nelson

Conducted market research for the medical cannabis industry to understand how cannabis fits into the lives of consumers, determine consumer segmentation, understand consumer preferences and understand cultural climate. Utilized ethnography, netnography, interviews and historical research approaches.

## University of Illinois–Champaign, IL

2013

Marketing Research

Instructor: Jamie Noriega

Conducted Marketing Research for Whirlpool Corporation to identify why companies like LG and Samsung are capturing market share from them as the industry leader. Through survey techniques, interviews and netnography we gained consumer insight to help inform a strategy for the company to attract users who would be inclined to go with the competitor. Utilized Qualtrics and SPSS for Quantitative coding and Survey creation.

## Ohio University–Athens, Ohio

2009

Qualitative Research Independent Study

Advisors: Mia Consalvo

Topic: In-Game Advertising; Historical analysis of the relationship between the video game industry and the advertising industry. Covers debates of effectiveness and appropriateness and who is driving the relationship.

## Ohio University–Athens, Ohio

2009

Research Assistant

Advisors: Dr. Karen Riggs

Topic: Groovin': Baby Boomers, Identity, and Marketing: Through historical and metaphorical analysis, explored marketing techniques to African American Baby Boomers. Utilized Atlas-ti to assist with decoding of visual data. Constructed a cultural nostalgia of Black Baby Boomers. Examined how they are currently advertised to and suggested new and non- cliché cultural access points.

## Ohio University–Athens, Ohio

2009

Teaching Assistant

Advisors: Eric Williams

Topic: Media and Creative Strategy. Taught students how to effectively communicate messages visually in media as well as decode visual messages created by media practitioners.

## Ohio University–Athens, Ohio

2009

Qualitative Research Experience

Advisors: Mia Consalvo

Topic: Racism and Videogames; Historical and textual analysis representation of race in videogames.

## **Tanzania Tourist Authority Advertising–Athens, Ohio**

**2009**

Professor: Dr. Jane Sojka

Class: Consumer Behavior

Topic: Developed a Likert scale model to test the theory that they were utilizing imagery that is deemed stereotypical and negative in American culture as the highlights of their campaign. Particularly, Americans were unable to discriminate the use of animals in the ads as being contained in a zoo or on a safari and assumed animals roamed free everywhere. Additionally, Americans were unable to discriminate between Tanzania and the rest of Africa. This type of campaign could hurt more than help tourism.

## **Passing the Brown Paper Bag Test: Colorism in Ebony Magazine–Athens, Ohio**

**2009**

Professor: Dr. Karen Sandell

Class: Women in Media

Topic: Content analysis; Examined a sample of ebony magazines for skin color of models. Using a brown paper bag, models were compared by skin color to see how many models would have passed under the social test that oppressed many African Americans. This test created somewhat of a caste system in the black community and the result still echoes with the types of products associated with light skin models vs. dark skin models. Studio lighting was found in some instances to make darker skinned models appear lighter. Also, rhetoric accompanying the ads showed a tension between Afrocentric Ideals and Eurocentric norms.

## **Reebok I Am What I Am–Athens, Ohio**

**2009**

Professor: Dr. Karen Riggs

Class: Qualitative Research Methods

Topic: Textual analysis; Examined the Reebok "I Am What I Am" campaign for representation of African American men. Special attention was paid to 50 cent and other hip hop and athletes who were the African American heroes of the campaign. Themes of violence, lower class status and thug lifestyles are glamorized in the campaign for Black men as opposed to White and Asian counterparts who were portrayed in more socially desirable situations.

## **Ohio University–Athens, Ohio**

**2008**

Qualitative Research Experience

Advisors: Dr. Hong Cheng

Topic: Global Blackness: Consuming the other; Historical and textual analysis of representations of 'black' populations around the globe. Explored how blacks are often commodified in international advertisements and made into product metaphors based on their skin color. Chocolate and licorice metaphors provide examples of symbolic cannibalism. Examined advertisements that were not deemed offensive in the country they were created in but were made a point of controversy in the global marketplace by way of access to technology and cultural exportation.

## **Green Consumer Behavior CFL Project–Athens, Ohio**

**2008**

Professor: Dr. Jane Sojka

Class: Consumer Behavior

Topic: Observational research; observed consumers shop for light bulbs to gain an understanding on the most important aspects of the shopper's experience. Data used to create a marketing campaign for sustainability.

## **Watching You, Watching TV–Athens, Ohio**

**2008**

Professor: Dr. Roger Cooper

Class: Audience Research

Topic: This uses and gratification observational research project involved watching a household watch television during prime time to learn how they choose program types and how do they use multiple forms media simultaneously. The participant kept a diary and was interviewed at the end of the study to supplement the observation. As congruence theory supports, the participant watched mainly shows that agreed with his interests and turned to other shows to argue with the television or avoided them all together. It also revealed that he gravitates towards mediums where he can control content referencing a lack of Multicultural or politically relevant mainstream media.

## **McNair Scholar**

**2006**

Ohio University

Advisors: Dr. Akil Houston; Dr. Raymie McKerrow

Topic: McNair Scholar: "The Evolution of Stereotypical Depictions of African Americans in Advertising." Historical analysis of stereotypical images and marginalization of African Americans in Advertising bridging social criticism and business practice; recommendations made to Advertisers on how to more effectively reach the target market and the consequences of not doing so.

## **Global Leadership Center Participant–Chiang Mai, Thailand**

**2006**

Ohio University

Advisors: Greg Emery

Topic: Destination Spa Marketing Consultation; Created marketing plan for Paradise Spa and recommended new target markets while working with Thai and Russian teammates in a program affiliated with Harvard University. Provided a competitive analysis to Paradise spa of their major competitors and offered ways to overcome challenges.



## **Global Leadership Center Participant—Athens, Ohio**

**2006**

Ohio University

Advisors: Greg Emery

Topic: Thai Tourism Authority Marketing Project; Recommended Gay and Lesbians and middle class Americans as new target markets for tourism. Offered strategies to attract the market.

## **Global Leadership Center Participant—Athens, Ohio**

**2006**

Ohio University

Advisors: Greg Emery

Topic: Nurani Dunia Foundation NGO Fundraising and Mission Project; Researched major challenges to progress in the area and strategized options for relief for Tsunami victims. Raised money for the foundation by selling handmade cards made by Indonesian women. Helped bridge religious conflict by collaborating with Cincinnati Hills Christian Academy and organizing a letter writing campaign; Collected school supply donations.

## **TEACHING EXPERIENCE**

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### **Minority Cannabis Business Association**

**2016 – PRESENT**

Taught traditional business topics relevant to the emerging cannabis industry and specific to minorities in the industry.

### **ComfyTree Enterprises**

**2013 – 2017**

Taught traditional business topics relevant to the emerging cannabis industry.

Description: Taught students about utilizing research, especially qualitative research

### **Advertising Management and Planning (ADV491)**

**2013 – PRESENT**

University of Illinois, Champaign, IL

Instructor

Description: Taught students about utilizing research, especially qualitative research methods, to develop consumer insights and a consumer-centered strategy.

### **Ford Foundation Difficult Dialogues Initiative Instructor**

**2007 – 2008**

Ohio University

Class: CLWR222: Religion, Gender and Sexuality

Supervisor: Dr. Elizabeth Collins & Dr. Patricia Stokes

Description: Facilitated dialogues around topics academic pluralism and topics of controversy including: racism, sexism, homosexuality, abortion as they relate to religion. Examined the history of our most deeply rooted religious beliefs about gender and sexuality. Some of the guiding questions of the course were: How is religious experience gendered? What do scriptures in different traditions say about women? How have religious traditions changed in the way women and their roles in society are viewed? Why are celibacy and virginity considered to be sacred? Why are divorce, contraception, abortion, and homosexuality so hotly contested in religious traditions?

### **African American Studies Teaching Assistant**

**2007 – 2009**

Ohio University

Class: AAS150: Black Media

Supervisor: Dr. Akil Houston

Description: Facilitated lectures on critical issues as they relate to underrepresented groups. Historical analysis of images of blacks in cinema, radio, and television programming; origin and development of stereotypes; relationship of these images to societal developments; examination of alternatives.

Funding: 15-20 Hourly Appointment

### **University College Instructor**

**2007 – 2009**

Ohio University

Class: UC115: The University Experience

Supervisor: Dale Tampke

Description: Designed to help ease the transition to the academic environment. Provides an overview of the skills and strategies that improve one's chances to be successful in college, including writing, motivation, and time management. Offers an introduction to the resources at Ohio University, including the University library and Career Services. Touches on finding a major and developing academic goals.

Funding: Full Tuition Waiver and Stipend

### **College of Communications Teaching Assistant**

**2008 – 2009**

Ohio University

Class: MDIA203: Creative Strategy



Supervisor: Eric Williams

Description: Introduced the process of creating media products. Examined how different media industries approach the creative process, how media artists find creative inspiration, and how to locate and utilize a variety of resources to express a creative vision for media audiences/buyers.

Funding: Full Tuition Waiver and Stipend

### **College of Communications Teaching Assistant**

**2008 – 2009**

Ohio University

Class: TCOM105: Media and the Creative Process

Supervisor: Dr. Roger Cooper

Description: Examined various forms of mass communication including newspapers, magazines, radio-television, book publishing, public relations, advertising, and photojournalism; Began with analysis of communication process and ended with education about media career opportunities; Introduced students to the fundamentals of the media industry as future professionals.

Funding: Full Tuition Waiver and Stipend

### **Co-Instructor**

**2005**

Ohio University

Class: UC115: The University Experience.

Supervisor: Kathy Murphy

Description: Taught class of 25 transfer students about university adjustment.

## **COMMUNITY SERVICE AND LEADERSHIP**

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### **Volunteer**

**2006 – PRESENT**

Volunteer, National Underground Railroad Freedom Center—Cincinnati, Ohio

### **Volunteer**

**2011**

Volunteer, Motherlands Culture Club. Offered Cultural Enrichment crafts and activities to youth k-12 to engage them with global cultures.

### **Volunteer**

**2010**

Volunteer, It Starts at Home Youth Program. Facilitator of culturally enriching and empowering art activities. Tutor in math and Spanish.

### **Coach**

**2009 – 2010**

Coach, Champaign County Park District Mystics 3rd and 4th Grade Girls Community Basketball Team, Champaign, IL.

### **Volunteer**

**2009**

Volunteer, Champaign County Operation Snowball. Operation snowball is an organization dedicated to assisting at risk youth.

### **Staff Poet**

**2007 – 2009**

Staff Poet, the Interactivist magazine. The interactivist is a progressive magazine at Ohio University published by students in order to address pressing issues in the community, the nation and the world.

### **Creator**

**2009**

Creator, Sister Circle Mentoring. Mentored 10 undergraduate African American young ladies and helped them through their academic, financial and social challenges.

### **Founder/President**

**02/08**

Founder/President- Women in Entrepreneurship Student Organization

Adviser: Susanne Dietzel

Purpose: To introduce female students to leadership opportunities and the basics of starting their own businesses. Program initiated to alleviate the poverty of female graduate students as a collaborative effort.

### **Head Coach**

**06/07**

Head Coach of 6th grade Summer League basketball team

### **Assistant Coach**

**01/07**

Assistant Coach of Cincinnati Hills Christian Academy 6TH Grade Girls Basketball Team

-Runner Up in League Championship

## Participant

2007

Participant, National Underground Railroad Freedom Center Freedom Project. The program strives to create sustainable, diverse relationships among young professionals while giving back to the region. The goal is to cultivate new relationships that encourage the community to live and interact more frequently with people of different cultures and experiences.

## Creator

2005

Creator, of a UC115: The University Experience learning community designed to address the needs of transfer students.

## Creator

2001

Creator, tutoring program to assist Florida A&M University Basketball Players

## CURRENT PROFESSIONAL AFFILIATIONS

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### Minority Cannabis Business Association

2014 – PRESENT

### National Communication Association

2009 – PRESENT

## OTHER SCHOLARLY ACTIVITIES

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### Reviewer

2009

Reviewer, National Communication Association's 95th Annual Convention: Discourses of Stability and Change held November 12-15, 2009 in Chicago, Illinois. Reviewed Convention submissions.

Languages: Spanish (Intermediate), Thai (Basic/Business)

International Travel: Thailand, Venezuela, Italy, Jamaica, Mexico, Ghana, Dominican Republic, the Bahamas

## PROFESSIONAL DEVELOPMENT

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### Attendee | Marketing to Gays and Lesbians

06/02

#### Procter & Gamble, Cincinnati, Ohio

Received opportunity to learn about current research in marketing strategies to reach gay and lesbian populations. Attended workshops addressing: polysemy and dual function ads (ads that can be read as heterosexual or homosexual); consumer attitudes and preferences; dangers of stereotyping.

### Attendee | Diversity Training

06/98

#### Popes and Associates, Cincinnati, Ohio

Workshop addressed prejudices and biases as well as institutional racism; Strategies in navigating racially insensitive environments; Effective conflict resolution.

## CANNABIS INDUSTRY PRESS

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- [High Times](#)
- [Ebony Magazine](#)
- [Washington Post](#), Washington D.C. Washington
- [Business Journal](#), Washington D.C. Herald
- [Leader](#), Lexington
- [WDRB News](#), Louisville
- [WLWT](#), Cincinnati
- [Jd Journal](#), Washington D.C.
- [DCist](#), Washington D.C.
- [Reuter](#), Washington D.C.
- [German press](#), Washington D.C.
- [Washington Business Journal](#), Washington D.C.

- [High Times](#), Washington D.C.
- [MPP](#), Washington D.C.
- [Marijuana Packaging](#), Washington D.C.
- [Washington Post](#), Washington D.C.
- [Think Progress](#), Washington D.C.
- [Time Magazine](#), Washington D.C.
- [Washington Business Journal](#), Washington D.C.
- [Washington City Paper](#), Washington D.C.
- [Washington Post](#), Washington D.C.
- [NBC Washington DC](#), Washington D.C.
- [MJ NEWS](#), Washington D.C.
- [Washington Post](#), Washington D.C.
- [Dallas Morning News](#), Dallas Texas
- [Washington Business Journal](#), Washington D.C.
- [Delmarva Now](#), Washington D.C.
- [CBC News](#) (Canada), Washington D.C.
- [WUSA-9 TV](#) (CBS), Washington D.C.
- [WRC-4 TV](#) (NBC), Washington D.C.
- [WTOP-FM](#) (All news radio), Washington D.C.
- [VICE](#), Washington D.C.
- [Getty Images](#), Washington D.C.
- [CBS](#), Washington D.C.
- [VOA](#), Washington D.C.
- [WECT](#), Owensboro

## REFERENCES

- **Angharad Valdivia**  
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- **Akil Houston, Ph.D.**  
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