

EDDIE FRANCIS

AWARD-WINNING MASS MEDIA VETERAN • SPEAKER • TALENT ACQUISITION PROFESSIONAL

BIOGRAPHIES FOR PRINT

LONG

Eddie Francis is a speaker, award-winning mass media veteran, and talent acquisition professional. Whether it is through one of his energetic and humorous speaking engagements, informative blogs or candid broadcast appearances, he shares an enriching message about the power of identity and value.

A native of New Orleans, Eddie made his mark in radio. He began behind the scenes with the market's top-ranked radio station, and eventually became a talk show producer and contributor. It was Eddie's work with the award-winning "Sunday Journal" on WYLD-FM that led to his earning an award from the Press Club of New Orleans for his interview with Rwandan genocide survivor Immaculée Ilibagiza.

Eddie then moved on to public relations where his work proved to be pivotal. His work more than quadrupled Southern University at New Orleans' media exposure. Eddie's tenacity took center stage, however, when he spearheaded the 2011 PR campaign to defeat the State of Louisiana's proposal to remove SUNO from its system. So impressive were his efforts that "The HBCU Nation Radio Show" invited him to be a contributor. Eddie now hosts the podcast "For Our Edification" after hosting "The HBCU Lifestyle Podcast" which was one of Podbean's top 10 education podcasts in 2014 through 2016.

When he pivoted to talent acquisition, Eddie leveraged his mass communication experience to enter the public conversation about the importance of personal branding. Having recruited in several industries and worked with approximately 300 hiring managers, Eddie contributes to "Sunday Journal" with a monthly career segment. He has also written for the Huffington Post, LinkedIn, Careers in Government, Social-Hire.com, the H.O.P.E. Scholarship, and HBCU Connect. Eddie publishes "Lectures to Livelihood" and does a presentation of the same for college students, and he also publishes the "Identity and Value" blog.

An active member of his fraternity Alpha Phi Alpha, Eddie also has a love for educating college fraternity and sorority members about living their organizations' values. He presents the Black Greek Success Program and produces the Greek talk series, Pledge to Serve. Because of his work, Eddie participated in College Summit's #BeAGrad Twitter chat about Greek life and Al Jazeera America's social media chat about fraternity hazing. He has also written for HBCU Lifestyle, Watch the Yard, AFLV Connections, and Greek Ladders.

Eddie earned his Bachelor of Arts in Mass Communication from Loyola University New Orleans and is pursuing his Master of Professional Studies in Strategic Leadership from Tennessee State University. He serves on the board of the Purposeful Philanthropy Foundation which is led by his wife Halima Leak Francis, Ph.D.

SHORT

Eddie Francis is a speaker, award-winning mass media veteran, and talent acquisition professional. A native of New Orleans, Eddie's diverse background has led to his making regular appearances on the "Sunday Journal" talk show on WYLD-FM and "The HBCU Nation Radio Show" on WRVS-FM and SiriusXM 142. He hosts the podcast "For Our Edificaiton," and is the former host of "The HBCU Lifestyle Podcast" which was a Podbean top 10 education podcast 2014 through 2016. Eddie has written for the Huffington Post, LinkedIn, HBCU Lifestyle, Careers in Government, Social-Hire.com, Watch the Yard, AFLV Connections, and HBCU Connect. He publishes "Lectures to Livelihood" and does a presentation of the same for college students. Eddie also publishes the "Identity and Value" blog.

The Alpha Phi Alpha fraternity member educates college fraternity and sorority members about living their organizations' values through the Black Greek Success Program and Pledge to Serve Greek talk series. He earned his bachelor's degree from Loyola University New Orleans and is pursuing his master's from Tennessee State University. Eddie serves on the board of the Purposeful Philanthropy Foundation which is led by his wife Halima Leak Francis, Ph.D.