

Frederick Davis

Does your business speak African American?

fdavis@karmamktg.com

Summary

My name is Frederick Davis, founder of Karma Marketing LLC, a New York State Certified Minority Business Enterprise. We offer marketing and communications strategy to our family of customers. While African American and Latino American communications are our specialty, we don't surrender one inch of market opportunity! We understand the greatest growth potential is currently in the spending and loyalty of the largest growth populations of consumers.

Experience

CEO at Karma Marketing LLC

January 2012 - Present (4 years 8 months)

We offer marketing and communications strategy to our family of customers. While African American and Latino American communications are our specialty, we don't surrender one inch of market opportunity! We understand the greatest growth potential is currently in the spending and loyalty of the largest growth populations of consumers. At Karma, we understand crafting brilliant messages and the power of an intimate cultural connection. We also understand that clients have special needs in crafting messages that speak directly to the hearts of consumers. That's what we do!

Creative, Cutting Edge, audio, visual and message infiltration across all boundaries.

CEO at HOODZ RADIO.COM

April 2012 - Present (4 years 5 months)

HOODZRADIO.COM means "HANDLING OUR OWN DESTINY", and is an online radio station that streams music 24 HOURS A DAY. HOODZRADIO.COM, isn't just about the radio station - it's about the LIFESTYLE!. HANDLING OUR OWN DESTINY will feature live radio hosts talking about the latest news, fashion, and entertainment relevant to the African American community.

MARKETING CONSULTANT at Pamal Broadcasting/Albany Broadcasting Company

March 2010 - December 2011 (1 year 10 months)

Strategic Consulting, including marketing plan & sales strategy development.

Founder at Kay Bond Enterprises

November 2006 - June 2011 (4 years 8 months)

Kay Bond Enterprises Inc, is an music production company, that provides services to artist related companies, broadcasting companies and advertising agencies for uses in TV, film, advertising, and for inclusion on compilation CD's.

Student at 2008 Graduate - New School of Radio and Television

March 2008 - September 2008 (7 months)

Radio and Television Arts

This program trains students to acquire all necessary skills to pursue a career as a professional radio personality and possibly an entertainment television broadcaster. Students concentrate on the building blocks of broadcasting; announcing and commercial production. Students also study programming, formats, music selection, promotions, ratings, sales and the overall marketability of the radio along with the basics of newscasting and sportscasting.

Certifications

Minority Business Enterprise (MBE).

The New York State Department of Economic Development, Division of Minority and Women's Business Development (DMWBD) License 20163420 September 2014 to September 2017

Organizations

The New York State Department of Economic Development, Division of Minority and Women's Business Development (DMWBD)

MBE CERTIFIED

September 2014 to Present

Publications

Production Company JGI Media Opens in Downtown

Downtown Albany Business Improvement District June 17, 2014

Authors: Frederick Davis, Albany Downtown BID

Production Company JGI Media Opens in Downtown

Skills & Expertise

Social Networking

Marketing

Business Strategy

Social Media Marketing

Radio

Copywriting

Online Advertising

Sound

Public Relations

Social Media

Event Management
Event Planning
Television
Marketing Strategy
Digital Media
Facebook
Marketing Communications
Blogging
Video Production
Creative Direction
Advertising
Entertainment
Broadcast
Media Relations
Digital Marketing
New Media
Press Releases
Music
Media Planning
Radio Advertising
Multimedia
Sales
Direct Marketing
Media Buying
Advertising Sales
Email Marketing
Creative Writing
Radio Broadcasting
Brand Development
Online Marketing
Editing
Strategic Communications
Mobile Marketing
Publicity
Market Research
Video
Integrated Marketing
SEO
Brand Awareness
Adobe Audition

Courses

Broadcasting, Radio and Broadcast

New School of Radio and Television
Radio and Television Arts

MARKETING CONSULTANT

Pamal Broadcasting/Albany Broadcasting Company

Dale Carnegie Training/Skills for Success

D171

Projects

GLOBAL FOUNDRIES RECRUITMENT CAMPAIGN

July 2011 to Present

Members:Frederick Davis, Patrick Reuss, Rob VanDerbeck, Chuck Benfer, Steve Murray, D.C. Hannay, Laura Daniels

Working with the Human Resources Department to recruit new employees for Fab 8 Plant

YOUNG FRESH & FLY CLOTHING BRANDING CAMPAIGN

August 2010 to Present

Members:Frederick Davis, Dj iroc

Branding Campaign

EBLENS CLOTHING STORE BRANDING CAMPAIGN

July 2010 to Present

Members:Frederick Davis, Dj iroc, Chuck Benfer, Rob VanDerbeck, Steve Murray

BRANDING CAMPAIGN

JEWELS JEWELRY BRANDING CAMPAIGN

March 2010 to Present

Members:Frederick Davis, Chuck Benfer, Rob VanDerbeck

BRANDING CAMPAIGN

S&L PRODUCTIONS

August 2011 to Present

Members:Frederick Davis, , Steve Murray

BRANDING/ADVERTISING CAMPAIGN

STATE FARM BRANDING CAMPAIGN

July 2011 to Present

Members:Frederick Davis, Scott 'Pank' Penk, Nicolas Morales, Chuck Benfer, Rob VanDerbeck, Steve Murray

BRANDING CAMPAIGN

SKYLINE GARDEN APARTMENTS BRANDING CAMPAIGN

April 2010 to Present

Members:Frederick Davis, Rob VanDerbeck

BRANDING CAMPAIGN

PRICE IS RIGHT ENTERTAINMENT BRANDING CAMPAIGN

May 2011 to Present

Members:Frederick Davis, Chuck Benfer, Rob VanDerbeck

BRANDING CAMPAIGN

CENTRO CIVICO OF AMSTERDAM BRANDING CAMPAIGN

June 2010 to Present

Members:Frederick Davis, Chuck Benfer, Rob VanDerbeck, Nicolas Morales

BRANDING CAMPAIGN

CAPITAL DISTRICT HABITAT FOR HUMANITY

May 2011 to Present

Members:Frederick Davis, Chuck Benfer, Rob VanDerbeck, Ericka Small

BRANDING CAMPAIGN

RUN & TELL AUTO SALES BRANDING CAMPAIGN

March 2011 to Present

Members:Frederick Davis, Chuck Benfer, Rob VanDerbeck, Steve Murray

BRANDING CAMPAIGN

COMMUNITY LOAN FUND

March 2011 to Present

Members:Frederick Davis, Tonya Crew, Steve Murray

BRANDING CAMPAIGN

BROTHAHOOD ENTERTAINMENT

April 2011 to Present

Members:Frederick Davis, Rob VanDerbeck, Chuck Benfer, Steve Murray

BRANDING CAMPAIGN

Education

New School of Radio and Television

Broadcasting, Radio and Broadcast, 2008 - 2008

Volunteer Experience

Marketing Consultant at Peter G. Young Foundation

June 2014 - Present

Languages

English

Frederick Davis

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5 people have recommended Frederick

"I hired Albany Broadcasting Company to launch a media advertising campaign when I was working for GLOBALFOUNDRIES. My team and I were looking at ways outside of online methods to expand our employment messaging awareness to the local community in the Capital-Saratoga region of upstate New York. Frederick brought some helpful demographic data, market research and several options that helped us craft our media recruitment campaign. Frederick came across highly consultative, professional and was proactive with his approach. He was a valued business partner and did a great job delivering our campaign on time and within our budget."

— **Patrick Reuss**, was Frederick's client

"Frederick works primarily for JAMZ 96.3 but has done several remotes for me on WFLY and has done an excellent, thorough job each time. He is very detail oriented and responsible and has a good eye for marketing and is fantastic when it comes to interacting with our listeners."

— **Justin Chabot**, managed Frederick indirectly at Pamal Broadcasting/Albany Broadcasting Company

"Frederick is an enthusiastic and creative individual who can help people create dynamic and powerful multimedia for business presentations as well as web-site enhancements. I would recommend his services!"

— **Philip C. Gallant, CLTC**, was with another company when working with Frederick at Kay Bond Enterprises

"Frederick appears to be a highly skilled person in his field and based on recommendations from people that know him I would highly recommend him."

— **Douglas Boettner**, was Frederick's client

"Frederick is a great guy with a great ethic and is a talent for anyone."

— **Dan Dinsmore**, was Frederick's client

[Contact Frederick on LinkedIn](#)