

Contact

404.850.1913 (Mobile)
laquita@thefrederickfirm.com

www.linkedin.com/in/ldfrederick
(LinkedIn)
thefrederickfirm.com (Company)

Top Skills

Marketing
Event Management
Event Planning

Certifications

Blackboard Online Instruction
Moodle Online Instruction

Honors-Awards

NCAA Leadership Institute for Ethnic Minorities
NC State University Athletics - Excellence in Sportsmanship
NCAA/NACMA Share the Experience
NCAA/NACWAA Leadership Enhancement Institute
NCAA/NACWAA Institute for Administrative Advancement

Dr. La Quita “Dr. Q” Denese Frederick

The Sports ProfessHER: Coaching Teams the Behind the Teams | Creative Entrepreneur | Visual Storyteller | Strategic Playmaker
Greater New York City Area

Summary

After spending more than a decade in marketing communications, events management and game-day operations for professional sports and collegiate athletics, a plot twist emerged - a cross over to the academic world of sports. Whether attending professional conferences or merging scholarly information with practical application, I enjoy sharing my insights and experiences with the next generation of sports professionals and executives.

As the daughter of career educators including a former coach, I ultimately merged the two distinct disciplines into one unique career. I spent my formative years behind the scenes at basketball games, tennis matches, and even in a few dugouts as well as tagging along to other special events. While other kids enjoyed the day off on teacher workdays, I roamed empty halls or taught imaginary students while my parents worked. Little did I know, this was the foundation for the future.

I love sports and the business of sports - always have and always will. Now, it is my pleasure to prepare the next generation of sports industry leaders. The playbook of an accomplished sports professional is just as important as the playbook for a successful athlete or coach. When all is said and done, I am educating, training, and coaching the future teams behind the teams, and always playing to win!

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

Atlanta Braves
Durham Bulls
NBA Draft
NCAA Tournaments & Championships
Orlando Magic

Experience

Saint Peter's University

Director, Sport Management

July 2016 - Present

Greater New York City Area

Oversee direction and administration of the sport management program including, but not limited to: managing curriculum and developing new courses; advising and mentoring students majoring/minoring in sport management; exploring and coordinating internship, fieldwork and special project opportunities; recruiting and working with adjunct faculty and guest speakers; building internal and external university/department partnerships and relationships; founding director of new Esports Business specialization; as well as strategically creating, innovating and planning for future development, evolution, and growth of this burgeoning program.

Saint Peter's University

Assistant Professor, Sport Management

July 2016 - Present

Greater New York City Area

Teach undergraduate courses in all facets of sport management including, but not limited to: Introduction to Sport Management, Sports and Entertainment Marketing, Facility Operations/Event Management, Sports Communications, Legal and Ethical Issues in Sports, and Sports Management Capstone Internships/Projects.

Research areas of professional expertise and academic interest including: Integrated Marketing Communication in Sports, Leadership and Management in Sports, Sports and Cause Marketing, Sports and Culture, Sports and Social Media.

St. John's University

Adjunct Professor

January 2019 - Present

Queens, NY

Georgetown University School of Continuing Studies

Capstone Advisor/Adjunct Faculty, Sports Industry Management (SIM)
Program

July 2017 - Present

Washington D.C. Metro Area

The Frederick Firm

Managing Partner

2016 - Present

Greater New York City & Washington D.C. Metro Areas

Learn. Lead. Live.

A "learn" firm, not a law firm. Educating individuals and organizations about the powers of infinite learning, inspiring leadership and intentional living. Specialties include business coaching and corporate training, executive coaching and executive presence, as well as leadership, personal and professional development. Additionally, the firm hosts signature events and facilitates speaking engagements for professionals and/or events across the US and around the globe.

Clients:

James Sprunt Community College

Xavier University of Louisiana

Qurious Consulting & Portraiture

Principal | Chief Creative Consultant

2007 - Present

Greater New York City Area

A creative consultancy specializing in brand building, creative ideation, compelling narratives, distinctive visuals, and innovative strategy via digital, social, and traditional media, including brand, event and destination photography, on behalf of diverse clientele spanning corporations and small businesses to individuals and organizations.

Lasell College

Assistant Professor, Sport Communication

2014 - 2016 (3 years)

Greater Boston Area

Teach undergraduate and graduate courses in digital and social media, entertainment media, integrated marketing communications/public relations, nonprofit public relations/community relations and sports marketing/communications.

North Carolina State University (D-I)
Associate Director of Marketing and Promotions
2004 - 2007 (4 years)
Raleigh, North Carolina

North Carolina Central University (D-II)
Director of Marketing, Sponsorships & Events
2000 - 2003 (4 years)
Durham, North Carolina

Education

North Carolina State University
Bachelor of Arts (B.A.), Communication and Media Studies

North Carolina State University
Bachelor of Arts (B.A.), English Language and Literature/Letters

The Ohio State University
Master of Arts (M.A.), Sport and Fitness Administration/Management

North Carolina State University
Doctor of Education - EdD , Higher Education/Higher Education Administration

United States Sports Academy
Doctor of Education (Ed.D.), Sport and Fitness Administration/Management