

VALERIE CROOK

COMMUNICATION SPECIALIST | WRITER | EDITOR | DESIGNER

CONTACT

816.977.4991

valeriecrook95@gmail.com

8515 Grande Pas
Kansas City, MO
64114

valeriecrook.com

EDUCATION

B.A. - COMMUNICATION

JOURNALISM & MEDIA
Saint Louis University
2013-17

M.A. - COMMUNICATION

RHETORIC & BRANDING
Saint Louis University
2017-19

SKILLS

PROFESSIONAL

Problem Solving
Collaboration
Communication
Servant Leadership
Management
Assessment/Evaluation

TECHNICAL

InDesign
Illustrator
Photoshop
Premiere Pro
After Effects (certified)
Audition

AWARDS

PUBLISHED AUTHOR AND PRESENTER

Exhibited an original paper
at the 104th Annual National
Communication Association
Convention in Salt Lake City,
later publishing the essay in the
Journal of Business Diversity

2019 GRADUATE STUDY RESEARCH SYMPOSIUM THIRD PLACE ESSAY

Recognized in the humanities
category for research on gender
and racial representation in the
Vietnam Veterans Memorial

WORK EXPERIENCE

DIGITAL ENGAGEMENT & CONTENT MANAGER

SPARKWHEEL | LAWRENCE, KS | 2025-CURRENT

- Developed and managed strategic digital content to elevate the organization's mission and increase engagement across social platforms.
- Strengthened brand storytelling through journalistic, human-centered posts highlighting program impact and community partnerships.
- Collaborated with leadership and cross-functional teams to align messaging with organizational goals.
- Provided structure and creative direction for internal communications, content planning, and web development initiatives.
- Adapted quickly within a period of departmental transition, maintaining professionalism and focus on mission-driven outcomes.

PUBLICATION ADVISOR & JOURNALISM TEACHER

NOTRE DAME DE SION HIGH SCHOOL | KC,MO | 2020-2025

- Developed and taught journalism, digital storytelling, and design courses with an emphasis on narrative clarity, unbiased historical record, interviewing, research, visual communication, and content creation across various print and digital platforms
- Adapted complex topics for student audiences
- Oversaw content workflows and project timelines, balancing short and long-term publication goals
- Led editorial strategy and production for two award-winning student publications, overseeing the visual design, feature writing, interview integration, intensive editing and final layouts of each production
 - Directed and developed a staff of 8-18 student editors and contributors, providing regular feedback, leading production meetings, and managing deadlines across print and digital projects
 - Earned **All-American ratings with Marks of Distinction** from the National Scholastic Press Association for excellence in writing, photography, design, and coverage
 - Guided student publications to national recognition, including **NSPA Pacemaker Finalist** honors for both the yearbook (Le Flambeau) and newsmagazine (Le Journal)
- Created and executed outreach strategies to engage the broader school community through advertising campaigns, cohesive program branding, and marketing initiatives
- Produced print and digital marketing materials to promote journalism program and events, including convention travel experiences, celebratory banquets and student leadership opportunities

JV HEAD SOCCER COACH

NOTRE DAME DE SION HIGH SCHOOL | KC,MO | 2020-2024

- Coached and supported a team of student-athletes through daily practices and seasonal competitions, prioritizing personal growth, teamwork and confidence on and off the field

VIDEOGRAPHER

ZETA TAU ALPHA INTERNATIONAL OFFICE | CARMEL, IN | 2019-2020

- Launched and managed ZTA's official YouTube channel, producing weekly video content that aligned with national branding standards and community engagement goals
- Edited video content for national initiatives, leadership development, and wellness education using Adobe Premiere, Audition and After Effects - experienced in animation and motion graphics
- Developed and scripted multimedia stories featuring collegiate and alumnae members across the U.S., conducting interviews and filming in diverse locations
- Collaborated across departments to shape narratives that connected with audiences ranging from college students to multi-generational alumnae

COMMUNICATION SPECIALIST

SLU COLLEGE OF ARTS & SCIENCES | STL, MO | 2017-2019

- Produced multimedia features (video, photo, web) for 30+ academic departments, highlighting research initiatives, faculty expertise, and student programs for current and prospective students
- Interviewed faculty across both scientific and humanities disciplines, translating complex topics into accessible, engaging content for public audiences
- Directed, edited, and published content for official SLU platforms, maintaining brand consistency