

VALERIE CROOK

CURRICULUM VITAE

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EDUCATION

MASTER OF ARTS IN COMMUNICATION Saint Louis University | St. Louis, MO | 2019

- Concentration: Rhetoric and Storytelling
- Graduated Magna Cum Laude
- Applied Project: Campaign Research and Execution for STL Sitter

BACHELOR OF ARTS IN COMMUNICATION Saint Louis University | St. Louis, MO | 2017

- Concentration: Journalism and Media
- Minor: Education
- Graduated Magna Cum Laude with multiple semesters on Dean's List

TEACHING EXPERIENCE

JOURNALISM INSTRUCTOR AND PUBLICATIONS ADVISOR Notre Dame de Sion High School | Kansas City, MO | 2020-2025

Courses Taught:

- Introduction to Journalism (9th-10th grade)
- Advanced Journalism and Newsmagazine Production (10th-12th grade)
- Yearbook Production and Design (10th-12th grade)
- Digital Storytelling (9th-12th grade)
- Graphic Design for Publication (10th-12th grade)

Teaching Responsibilities:

- Developed curriculum emphasizing narrative clarity, ethical journalism practices, visual communication, and multiplatform content creation
- Adapted complex communication theories and journalistic practices for high school audiences across varying skill levels
- Yearbook Production and Design (10th-12th grade)
- Integrated real-world applications including interviewing techniques, AP Style, fact-checking, layout design, and digital publishing
- Implemented project-based learning that resulted in publishable student work recognized at state and national levels
- Mentored student editorial teams (8-18 students annually) in leadership, deadline management, and collaborative production

Student Outcomes:

- Led student publications to NSPA All-American Marks of Distinction and Pacemaker Finalist honors
- Guided students through production of 5-6 print newsmagazine issues annually, daily online news coverage, and 232-page yearbooks
- Developed pipeline of student journalists, with multiple graduates pursuing communication and journalism degrees

PROFESSIONAL EXPERIENCE

DIGITAL ENGAGEMENT AND CONTENT MANAGER SparkWheel | Lawrence, KS | August 2025 - October 2025

- Developed and managed digital content strategy for nonprofit organization
- Increased Facebook interactions by 45% and Instagram post views by 55% within 60 days
- Strengthened brand storytelling through journalistic, human-centered content

VIDEOGRAPHER Zeta Tau Alpha Sorority | Carmel, IN | 2019 - 2020

- Launched and managed official YouTube channel, producing weekly video content aligned with national branding standards
- Traveled nationally to produce multimedia stories featuring collegiate and alumnae members
- Earned Adobe After Effects certification
- Collaborated with five-person communications team on multimedia strategy and campaign storytelling

COMMUNICATIONS SPECIALIST Saint Louis University College of Arts and Sciences | St. Louis, MO | 2017 - 2019

- Produced multimedia features (video, photo, web) for 30+ academic departments
- Interviewed faculty across scientific and humanities disciplines to translate complex research for diverse audiences
- Revitalized college's social media presence, growing Instagram followers by 700% and increasing engagement from 12 to 60 average likes per post

FREELANCE PHOTOGRAPHER, VIDEOGRAPHER, AND DESIGNER 2016 - Present

- Provide photography, videography, and graphic design services for individual clients and organizations
- Maintain active freelance practice producing photography, videography, and graphic design work for educational institutions, arts organizations, and private clients, including portrait sessions, event coverage, and promotional materials.

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RESEARCH INTERESTS

- Rhetoric of Political Discourse
- Communication and Identity
- Media Literacy and Digital Ethics
- Gender and Racial Representation in Media
- Storytelling as Civic Engagement
- Public Memory and Visual Memorialization
- Strategic Communication
- Visual Rhetoric, Design, and Journalistic Practice

PUBLICATIONS AND PRESENTATIONS

Crook, V. J. (2019). An Introduction to the Rhetoric of Trump's "Battle". *Journal of Business Diversity*, 19(1). <https://doi.org/10.33423/jbd.v19i1.1351>

Conference Presentation: "An Introduction to the Rhetoric of Trump's 'Battle.'" 104th Annual National Communication Association Convention, Salt Lake City, UT, November 2018.

Research Symposium: "Gender and Racial Representation in the Vietnam Veterans Memorial." Saint Louis University Graduate Study Research Symposium, St. Louis, MO, 2019. *Third Place, Humanities Category*.

AWARDS & HONORS

Advising and Teaching:

- NSPA All-American Marks of Distinction (Yearbook), 2021-2024
- NSPA All-American Marks of Distinction (Newsmagazine), 2022-2024
- NSPA Pacemaker Finalist (Yearbook), 2023, 2024
- NSPA Pacemaker Finalist (Newsmagazine), 2023, 2024
- NSPA St. Louis Convention, Best of Show, First Place (Newsmagazine), November 2022
- NSPA St. Louis Convention, Best of Show, 10th Place (Yearbook), November 2022
- Walsworth Gallery of Excellence (Yearbook), 2021-2025

Academic:

- Magna Cum Laude, M.A. Communication, Saint Louis University, 2019
- Special Recognition for Design & Audience Strategy, National Student Advertising Competition (NSAC), Kansas City, MO, 2018
- Magna Cum Laude, B.A. Communication, Saint Louis University, 2017
- Dean's List (multiple semesters), Saint Louis University, 2013-2017

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Adobe After Effects Certification, 2020
- CPR Renew, 2020-2024
- CPR & Lifeguard Certification, American Red Cross, 2015 and 2016
- NSPA Fall Convention, St. Louis, MO, November 2022
- NSPA Fall Convention, Boston, MA, November 2023
- NSPA Spring Convention, Kansas City, MO, April 2024

PROFESSIONAL MEMBERSHIPS

- NSPA - National Student Press Association
- JEA - Journalism Education Association
- JEMKC - Journalism Educators of Metro Kansas City
- NCA - National Communications Association