

VALERIE CROOK

COMMUNICATIONS PROFESSIONAL | MULTIMEDIA STORYTELLER | EDUCATOR

Curious, community-minded communicator with a deep love for storytelling in all its forms — from a well-framed video to a student newsroom buzzing with ideas. I've spent the last several years teaching journalism, guiding award-winning publications, and creating content for mission-driven organizations. I care about making information feel human, accessible, and engaging, and I'm most energized when I'm helping people feel seen, supported, and connected.

CONTACT

816.977.4991

valeriecrook95@gmail.com

8515 Grande Pas
Kansas City, MO
64114

valeriecrook.com

EDUCATION

B.A. - COMMUNICATION

JOURNALISM & MEDIA
MINOR IN EDUCATION

Saint Louis University
2013-17

M.A. - COMMUNICATION

RHETORIC & STORYTELLING
Saint Louis University
2017-19

SKILLS

PROFESSIONAL

Problem Solving
Collaboration
Communication
Servant Leadership
Assessment/Evaluation

TECHNICAL

InDesign
Illustrator
Photoshop
Premiere Pro
After Effects (certified)
Audition
Canva
Feature Writing/Editing
Associated Press Style

COURSEWORK

Multiplatform Journalism
Media and Society
Graphic Design
Communication & Culture
Digital Storytelling
Studio Production
Screenwriting

WORK HISTORY

DIGITAL ENGAGEMENT & CONTENT MANAGER

SPARKWHEEL | LAWRENCE, KS | AUG 2025 - OCT 2025

- Developed and managed a refreshed digital content strategy to increase visibility and engagement across key platforms. Within 60 days, Facebook interactions rose 45%, Instagram post views increased 55%, and views from non-followers grew by more than 35%.
- Strengthened brand storytelling through human-centered, journalistic content that highlighted program impact and community partnerships.
- Provided structure and creative direction for content planning and web development initiatives
- Navigated a period of departmental transition with adaptability and professionalism, maintaining momentum on mission-driven communication goals.

PUBLICATION ADVISOR & JOURNALISM TEACHER

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

- Developed and taught journalism, digital storytelling, and design courses, emphasizing narrative clarity, visual communication, and content creation across print and digital platforms.
- Led editorial strategy and production for two award-winning student publications, overseeing feature writing, photography, intensive editing, and final layouts.
- Directed and mentored a staff of 8-18 student editors and contributors, managing deadlines, providing feedback, and cultivating leadership skills.
- Guided student publications to national recognition, including NSPA All-American Marks of Distinction and Pacemaker Finalist honors for both yearbook and newsmagazine.
- Created and executed outreach and marketing initiatives to engage the school community, including event promotion, branding campaigns, and convention travel experiences.

JV HEAD SOCCER COACH

NOTRE DAME DE SION HIGH SCHOOL | KC, MO | SEASONAL 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 multimedia content for national initiatives, leadership programs, and wellness education using Adobe Premiere, Audition, and After Effects, including motion graphics and animation.
- Developed and scripted stories featuring collegiate and alumnae members across the U.S., conducting interviews and filming in diverse locations.
- Collaborated with cross-functional teams to craft narratives connecting audiences 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.
- Interviewed faculty across scientific and humanities disciplines, translating complex topics into accessible and engaging content for diverse audiences.