

# VALERIE CROOK

## COMMUNICATION SPECIALIST

### CONTACT

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64114

### 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*  
*Communication*  
*Team Collaboration*  
*Vocal Leadership*

#### TECHNICAL

*Premiere Pro*  
*After Effects (certified)*  
*InDesign*  
*Illustrator*  
*Photoshop*  
*Audition*  
*Yoga Certified*

## WORK EXPERIENCE

### PUBLICATION ADVISOR & TEACHER

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

- Teach five separate courses to all high school grade levels, including Journalism, Layout & Design, Digital Design and Yearbook & Newsmagazine
- Oversee a small staff of about 10-18 teenagers to produce an award-winning, 232 page yearbook - *Le Flambeau* - then organize the distribution of about 300 books to the entire school population in August
- Coordinate book and advertisement purchases to parents and students within the community
- Oversee a small staff of about 14 teenagers to produce six award-winning issues of *Le Journal*, the school newsmagazine, as well as to publish online stories to the news website *Le Journal Live* on a consistent basis
- Provide technical guidance and establish community within each class and with each group of students

### JV HEAD SOCCER COACH

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

Plan and execute daily practices from end of February through May

- Build teamwork skills alongside skill repetition and broader views of play in the game of soccer

### VIDEOGRAPHER

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

- Launched ZTA's Official YouTube channel and produced weekly videos
- Worked with multiple departments and collegiate chapters around the country to plan and establish travel, communicate film vision, research locations and meet with members for shooting in various states and cities
- Wrote scripts, managed video and audio equipment, interviewed college and alumnae women ages ranging 18-70, edited and published videos for all types of programming
- Animated various educational videos on After Effects for member-only health & wellness programs

### COMMUNICATION SPECIALIST

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

- Produced and published video features for several departments and programs: this included scheduling and executing interviews, directing professors and faculty with widely varying expertise, editing footage and audio, as well as uploading to official SLU pages
- Fulfilled photography and web needs for over 30 departments and programs

### MARKETING RECRUITER & WEB DESIGNER

STL SITTER - THE SMART SITTER LLC | STL, MO | 2014-2016

- Redesigned STL Sitter's updated website
- Led recruitment and research efforts, appearing at local colleges to pitch working for the company and discovering ways to improve contractor experience

### MEDIA COORDINATOR & CAMP COUNSELOR

YMCA CAMP FOSTER | | 2015-2014

- Photographed & performed videography duties for several simultaneous activities, capturing about a hundred kids each week over a 9-week period
- Directed and edited a recruitment video featuring current counselors by cutting a week's worth of footage and 15 minutes of interview and voiceover
- Provided caretaking, mentorship, and teamwork responsibilities to campers and counselors