

## SUMMARY

Hard-working college student with an aptitude for lifestyle writing and design. Experienced in writing, design, and social media through social organizations, an internship, and being a social media director. Excited to work for a magazine company and gain real-world experience.

## SKILLSET

- Attention to Detail
- Commitment to Deadlines
- Creative
- Curious
- Globally Aware
- Intuitive
- Personable
- Positive attitude
- Problem Solver
- Self-motivated
- Team collaborator
- Time management

## EDUCATION

2019 - 2023

### Drake University

BA in Journalism and Mass Communication - Magazine Media and Public Relations

July 2021

### Conde Nast College of Fashion and Design

Vogue Summer Intensive Program

2015-2019

### West Lafayette Jr/Sr High School

West Lafayette, Indiana

## CONTACT



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# FRANCES KROH SHOOK

## EXPERIENCE

### Conde Nast College of Fashion and Design, London, United Kingdom Student

July 2021

- Created a project brief for the Vogue October 2021 Issue. Entailed creating a cover, trend page, still life and classic shoot, three features, a fashion shoot concept, media ethics, and digital extensions.
- Learned the importance of head and sells, social media, and keeping up with what is trending (new social media platforms, fashion, etc.)
- Heard from professionals in the fashion industry about the jobs that take place in the fashion industry, as well as the jobs that are involved in making a magazine

### Newpoint Marketing, Lafayette, Indiana Intern

Summer 2020

- Researched and found topics to relate towards target audience
- Write and edit blogs to inform target audience on various topics
- Used Wordpress to write, edit, and find the best SEO for each published blog

### Parkwest Fitness, West Lafayette, Indiana Social Media Director

2020 - Present

- Coordinate, create, organize, and manage posts for Facebook and Instagram to keep members up to date about what is happening at each different department of Parkwest
- Create and design monthly newsletters and event flyers using Canva to inform members what is occurring at Parkwest in the upcoming month
- Work and communicate with directors of all departments of Parkwest to help best market and advertise them to the community

### Drake University Journalism School, Des Moines, Iowa Student

2019 - Present

- Magazine Staff Writing
  - Develop and pitch story ideas and wrote articles on various topics relating towards the class's magazine mission statement and target audience
- Media Editing
  - Edit the Magazine Staff Writing students articles to check for significant issues, organization, paragraph structure, content, and grammar
- Web Page Design
  - Use Wordpress skills to create and publish my own website
  - Use Brackets to create skills in HTML and CSS when creating a website
- Intro to Visual Communications
  - Use Photoshop skills to edit and retouch images
  - Use Indesign skills to design posters, newsletters, and business cards
- Reporting and Writing Principles
  - Research, interview, write, and edit one article a week, on a deadline, about campus activities