

Hayley Mae Croke

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RELEVANT EXPERIENCE

Freelance

Social Media Manager and Content Producer

White Plains, New York
December 2022 - Present Day

- Designed multiple graphics on a weekly basis for client usage on social sites.
- Created logos and brand media kits for clients to expand their social media reach.
- Developed client's social media voice and brand identity.

Athens Banner-Herald

Poverty Features Reporter

Athens, Georgia
August 2021 - August 2022

- Researched poverty-related issues within the Athens community to report on.
- Addressed poverty-related issues through long-form text articles.
- Authored pieces discussing how local organizations were attempting to combat issues of poverty.

Grady Newsource

Multimedia Journalist

Athens, Georgia
August 2021 - December 2021

- Produced multimedia content for the Grady College of Journalism and Mass Communication on a monthly basis.
- Covered stories pertaining to the re-emergence of live events in the Athens community.
- Lead editor for an extensive multimedia story discussing education inequality in rural versus urban Georgia.

The Red and Black

Culture Contributor

Athens, Georgia
August 2019 - April 2022

- Reported on the Athens entertainment scene.
- Wrote articles on a weekly basis about cultural topics within the Athens community.
- Penned long-form profiles, quick-turn event coverages and multi-sourced features.

Westchester Magazine

Writing/Editing Intern

Rye, New York
April 2018 - June 2018

- Created six articles published online and in print.
- Worked primarily for the entertainment desk but diversified to business and politics due to success.
- Assisted in formatting the July issue of the magazine.

PROJECT EXPERIENCE

Cannes Film Festival

Student Journalist

Cannes, France
May 2022 - June 2022

- Accepted into the highly selective film critique program taking journalism and film students to the 75th annual Cannes Film Festival.
- Critiqued several films premiering at the festival.
- Participated in various industry talks, events with international journalists and film press conferences.
- Collaborated with classmates to create marketing campaigns for films premiering at the festival.

New Media Institute Capstone

Mapping Occupation Site Designer

Athens, Georgia
January 2022 - May 2022

- Redesigned educational website created in 2015 for the University of Georgia's History department using WordPress and ARCGIS software.
- Served as head of client relations as well as website design manager.

SKILLS

Editing: AP Stylebook, Fact Checking, Proofreading || **Social Media:** Facebook, Instagram, Twitter, TikTok, Content Creation, Social Media Analytics || **Audio/Graphic Production:** Adobe Photoshop, Adobe Premiere Pro, Audacity, Canva, Digital Photography, Graphic Design, Videography || **Web Development:** HTML, CSS, Google Analytics, WordPress || **News Writing:** Interviewing, Information Gathering, Story Pitching, Press Releases

EDUCATION

University of Georgia

Bachelor of Arts in Journalism, Cum Laude

Minor in Film Studies | Certificate in New Media Studies

Athens, Georgia
August 2022