

Katrina Hook

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EDUCATION

Bachelor of Arts: Advertising & Public Relations
Susquehanna University – Selinsgrove, Pennsylvania
Minors in Marketing and Professional Sales

May 2026
GPA: 3.8/4.0

- Dean's List all semesters

PROFESSIONAL EXPERIENCE

Data Center and AI Sales Marketing Group Intern – Intel, Hillsboro, Oregon May 2024 - Present

- Utilize technical writing and design skills to assist with the execution of the Data Center and AI corporate communications by creating communication tools to increase engagement, awareness, and morale within the company.
- Create biweekly training reports to visualize employee training completion data and ensure training is completed promptly.

Housekeeping Supervisor Intern – Hershey Lodge, Hershey, Pennsylvania May 2023 - August 2023

- Worked over 40 hours a week supervising more than 80 housekeeping team members by coaching them through issues in their work and providing positive reinforcement when applicable.
- Interacted with guests using problem-solving skills to ensure an enjoyable Hershey Lodge experience.
- Expanded leadership skills by completing professional development courses in embracing diversity, managing a unionized workforce, and leadership development.

ON-CAMPUS INVOLVEMENT

President – Association of Women in Sports Media March 2024 - Present

- Organize club events by meeting with officers and reaching out to club members to promote female empowerment and the sports media industry on campus.
- Network with alumni and sports media professionals to secure guest speakers to teach our club members about the sports industry and professionalism.
- Advocate for the organization at tabling events to encourage attendance and recruit new members to join the association.

Social Media Chair – Association of Women in Sports Media September 2022 – March 2024

- Publicized club events, campaigns, and accolades by designing graphics on Canva and posting them to Instagram and Twitter to increase participation.

Team Member – Athletic Communications Department September 2022 - Present

- Operate professional camera equipment, scoreboard graphics systems, and social media accounts to provide footage for the university's home athletic broadcasts.

Team Member – Cross Country and Track & Field Teams August 2022 - Present

- Recognized as the 2024 Landmark Conference All-Sportsmanship Team Women's Indoor Track and Field honoree for exhibiting fair-play, respect, and ambassadorship.
- Dedicate 15 hours each week to practice and team activities to be a part of three Landmark Conference Championship triumphs.
- Arrange team activities to promote communication, build morale, and establish trusting relationships.

VOLUNTEER EXPERIENCE

Volunteer – Healthy Kids Running Series, Elizabethtown, Pennsylvania September 2020 - May 2022

- Coached over 70 children through their races by providing encouragement and strategies before and during their races to leave a lasting positive impact on views of healthy habits.
- Developed race day activities for over 90 children aged 2-16 by organizing crafts and yard games to entertain runners and others before and after races.

SKILLS

- Google: Docs, Sheets, Slides, and Analytics
- Microsoft Office: Word, Excel, and PowerPoint
- Social Media: Facebook, Instagram, Twitter, TikTok, Pinterest, and LinkedIn
- Technology: WordPress, Canva, Figma, Tableau, Flourish, Visual Studio Code, and Descript