

Katrina Hook

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EDUCATION

Bachelor of Arts: Advertising & Public Relations

Susquehanna University – Selinsgrove, Pennsylvania

May 2026

GPA: 3.9/4.0

Minors in Marketing and Professional Sales

Honors/Awards: Dean's List (all semesters), Presidential Scholarship, University Scholar

Related Coursework: Public Relations Writing and Campaigns, Research Methods in Advertising and Public Relations, Methods of Adobe Creative Suite, Digital Media Analytics, Digital Marketing, Social Media Marketing, Public Speaking

Study Abroad: Prague, Czech Republic – Film Study

May 2025

PROFESSIONAL EXPERIENCE

The Daily Item

Selinsgrove, PA

Feature Writer

November 2025 - Present

- Highlight community events by working closely with editors and the public to write accurate and engaging articles that seek to build relationships, ask meaningful questions, and share memorable human-centered stories.

Hershey Entertainment & Resorts

Hershey, PA

Accessibility Agent

May 2025 - Present

- Create meaningful relationships with Hersheypark guests by identifying needs and completing Accessibility Program enrollment to provide an equitable and enjoyable park experience.
- Received recognition as a 2025 Hersheypark Entertainment Complex Outstanding Employee by efficiently assisting guests, resolving conflicts, and working with various departments to understand operations.

International Association of Business Communicators - Philadelphia Chapter

Philadelphia, PA

Communications Intern

January 2025 - May 2025

- Promoted IABC meetings and events by creating coordinating graphics for Facebook, LinkedIn, and Instagram.
- Interviewed industry professionals and wrote blog posts for the chapter website to boost engagement.

Intel Corporation

Hillsboro, OR

Communications Intern

May 2024 - August 2024

- Utilized technical writing and design skills by creating internal communication tools to increase engagement, awareness, and morale, achieving a user open rate of 69%, twice the company benchmark.
- Processed biweekly training reports to visualize employee training completion data and ensure training was completed promptly, increasing Sales Marketing Group training completion by 13.87% over six weeks.

LEADERSHIP EXPERIENCE

Historian – The Hidden Opponent at Susquehanna University, Selinsgrove, PA

September 2024 - Present

- Document events and develop engaging visual content to enhance the club's social media presence, promoting its mission and activities to erase mental health stigma in athletics.

Business Writing and Communications Tutor – Susquehanna University, Selinsgrove, PA

September 2024 - Present

- Educate peers about business writing strategy and communication by revising and editing classwork, advising on project outlines, and coaching professional presentation skills in a one-on-one setting.

President – Association for Women in Sports Media, Selinsgrove, PA

March 2024 - Present

- Organize three club events and activities per month by meeting with officers and conducting outreach to 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 40+ club members about the sports industry and professionalism.

Student-Athlete – Susquehanna University Cross Country and Track & Field, Selinsgrove, PA

June 2022 - Present

- Dedicate 20 hours each week to practice and team activities as a part of three Landmark Conference Championship triumphs, arranging bonding activities to promote communication and trusting relationships.

SKILLS

- Google: Docs, Sheets, Slides, Forms, and Analytics
- Microsoft Office: Word, Excel, Teams, SharePoint, OneDrive, and PowerPoint
- Social Media: Instagram, Twitter/X, TikTok, Pinterest, and LinkedIn
- Technology: WordPress, SEO, Smartsheet, Canva, Figma, Tableau, Flourish, Visual Studio Code, and Descript
- Adobe Creative Suite: Lightroom Classic, Acrobat Pro, Premiere Pro, Photoshop, Illustrator, and InDesign