

## Contact

(616) 516-5849  
elenacronick@gmail.com

## Education

Michigan State University  
Bachelor of Arts in  
Professional Writing, 2017  
Film Studies Minor  
Honors College  
GPA 3.85

## Skills

- > Experienced with Final Cut Pro, Camtasia, Adobe Premiere Pro, and Audacity
- > Experienced with Adobe Photoshop, Illustrator, and InDesign
- > Excellent in verbal and written communication
- > Experienced with Facebook Business Manager
- > Experienced with screenwriting
- > Proficient in AP and Chicago style
- > Proficient with Microsoft Suite
- > Experienced with conducting user research
- > Experienced with social media, esp. Facebook & Twitter
- > Intermediate knowledge of Spanish
- > Experienced with WordPress
- > Able to work with a team in supporting or leadership positions

## Professional Experience

Red Cedar Solutions Group

### User Experience Design Intern | September 2016–April 2017

- Write weekly blog posts detailing technical aspects, interface design functions, and additional benefits of the software product Stepwell (find at [stepwell.tech/blog](http://stepwell.tech/blog))
- Manage the Stepwell social media accounts, including Facebook, Twitter, and LinkedIn.
- Use Facebook marketing to create ads, identify target audiences, and analyze results
- Create and maintain schedule for publishing content for entire team
- Enhance search engine optimization within Wordpress site; pushed company website from not appearing in search engine to No. 1 result
- Write instructional content within interface design of Stepwell software
- Design mockups of software pages using UX design principles and Adobe XD
- Communicate and work with outside brand strategist consultant to develop social media and marketing tactics and deliverables within established time and budget

agnès films

### Assistant Editor | May 2016–May 2017

- Copy edit and fact-check articles and set text and photos in Wordpress
- Write film reviews, press releases, and social media teasers.
- Maintain publishing schedule
- Communicate with filmmakers, academics, and potential contributors to the website
- Improve publishing and scheduling workflow for better management of time and team

MSU Human Resources

### Communications and Marketing Intern | May 2015–August 2016

- Write informative and relevant blog posts on [sourcelive.wordpress.com](http://sourcelive.wordpress.com) with an audience of 11,000 MSU faculty and staff
- Use Adobe Suite to design graphic elements, update forms, and edit images
- Edit written communications for correct use of grammar and AP style
- Create videos using Camtasia Studio 8, Final Cut Pro, and Adobe Premiere Pro
- Assist HR communications manager with other communications needs

The State News

### Copy Chief | August 2014–May 2015

- Edit all articles printed in The State News, published Monday–Friday, and online content, for correct grammar and use of AP and State News style
- Prioritize tasks and stories to meet deadlines
- Communicate with editors, reporters, and designers to ensure accuracy of facts
- Supervise four copy editors

### Copy Editor | January 2014–May 2014

- Fact-check stories in a thorough but timely manner
- General editing of grammar, punctuation, and clarity of sentence structure

## Volunteer Experience

### Tower Guard | April 2014–May 2016

MSU sophomore honor society that partners with Resource Center for Persons with Disabilities

### Spartans Rebuilding Michigan | January 2016–May 2016

MSU student organization that provides students opportunities to volunteer in the community