

NIYA DEGROAT

FASHION WRITER &
CONTENT CREATOR

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EDUCATION

MA, FASHION JOURNALISM

Academy of Art University (AAU)
2018-2020 *magna cum laude*

BS, PHOTOGRAPHY

Northern Arizona University (NAU)
2006-2008 *magna cum laude*

BA, MEDIA ARTS

University of New Mexico (UNM)
2000-2005 *magna cum laude*

AWARDS & ORGANIZATIONS

Class of 2020 Best Student Portfolio
4x AAU President's Honor Roll Recipient
2019 NAJA Facebook Journalism Project Winner
2019 CNIGA Journalism Scholarship Award
2018 AIGC Fellowship Scholarship Recipient
Native American Journalists Association
Golden Key Honour Society

EXPERTISE

Journalism & Professional Writing
Graphic Design & Branding
Photography & Visual Communications
Social Media & Digital Marketing
Creative Team Leadership

WORK EXPERIENCE

FREELANCE FASHION WRITER

Feb 2019 - present

www.niyadegroat.com, Flagstaff, AZ

Contributing writer to a variety of print and digital publications including blogs, newspapers, and magazines. Work has been featured in *Indian Country Today*, *Native Max Magazine*, *Academy Art U News*, and *Fashion School Daily*.

DIRECTOR OF MULTIMEDIA

Aug 2020 – Jan 2021

Phoenix Fashion Week, Phoenix, AZ

Created comprehensive visual and social media content that preserved and promoted the Phoenix Fashion Week brand across all platforms.

Key Achievements:

- 1.) Produced and designed the 2020 Fall Into Fashion Virtual-Hybrid **Style Trend Show**, from planning to production to a strategic social media campaign. The show, which took place on Nov 21st, with an encore presentation on Dec 19th, included a full day of complimentary fashionable events presented on all social media livestreams from yoga, music concerts, fashion business summits to socially-distanced red carpet watch parties. All leading up to a virtual fashion show showcasing top designers from around the world. Also assisted with styling and additional video editing needs.
- 2.) Styled and directed the annual Model of the Year editorial shoot in the Fall of 2020.
- 3.) Served as Mentor for the 6-Week Digital Designer Bootcamp, Cycle #8, Fall 2020.

PROFESSIONAL
DEVELOPMENT

INDIGENOUS CANADA (Course Certificate)
University of Alberta - Coursera, Fall 2020

FASHION WORKSHOPS on ZOOM

Beauty & Wellness in Journalism Workshop with AAU Instructors, November 2020

Magazine Concept Workshop with AAU Instructors, October 2020

Poetry in Journalism Workshop with AAU Instructors, August 2020

Social Media Workshop with Elena Eberhard, AAU, July 2020

Fashion Journalism Workshop with Diane Dorrans Saeks, AAU, May 2020

NYFW S/S 2020 REPORTER (Fall 2019):

Academy of Art University MFA Graduate Fashion Show at Skylight on Vesey

Noon By Noor at Spring Studios

FVWL at St Mark's Church in the Bowery

Designers' Premier by Fashion Gallery NY at Stewart Hotel NYC

Christian Colorado at Stewart Hotel NYC

WORK EXPERIENCE (CONTINUED)

SOCIAL MEDIA & BRANDING LEADER (Manager) Oct 2015 – Aug 2020

Phoenix Fashion Week, Phoenix, AZ

Managed, produced, and designed all creative content: branding, copywriting, digital marketing, graphic design, and social media for all year-round events on all platforms. Also assisted with front-of-house and behind-the-scenes operations, production, and event planning.

Key Achievements:

- 1.) Served as Project Manager for all Style Villa Marketplace activations (pop-up shops and vendors) at Fashion Arizona, Spring Into Style and Phoenix Fashion Week from 2015-2017.
- 2.) Served as Team Leader for all fashion ambassadors. Responsible for recruiting, outreach, and training from 2015-2018.

FASHION AMBASSADOR Mar 2015 – Oct 2015

Phoenix Fashion Week, Phoenix, AZ

Assisted department heads in the areas of Styling, Operations, Assistant to the Executive Director, Media, Branding and Social Media. I was named "2015 Fashion Ambassador of the Year," and promoted to Social Media and Branding Leader eight months later.

SOCIAL MEDIA MANAGER Feb 2015 – Jul 2015

Body Aware, Scottsdale, AZ

Managed all social media accounts, designed all creative content, and assisted with photoshoot styling.

STUDIO MANAGER & PHOTOGRAPHER Aug 2009 - Jul 2011

Kim Jew Studios, Albuquerque, NM

Managed the studio operations of both the photography and sales teams. Photographed high school seniors, family, and children.

CASHIER COORDINATOR Jan 2006 – Aug 2009

Northern Arizona University Bookstore, Flagstaff, AZ

Assisted the Customer Service Manager with the day-to-day operations of the customer service and cashier departments including extensive cash-handling and POS transactions; administrative duties; and the training and supervising new hires and temp workers.