

NIYA DEGROAT

FASHION WRITER &
CONTENT CREATOR

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🌐 /niyadegroat

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

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.

SOCIAL MEDIA & BRANDING LEADER

2015 - Present

Phoenix Fashion Week, Phoenix, AZ

Manage, produce, and design all creative content: branding, copywriting, digital marketing, graphic design, and social media for all year-round events. Also assist with front-of-house operations and event planning.

SOCIAL MEDIA MANAGER

2015 - 2015

Body Aware, Scottsdale, AZ

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

STUDIO MANAGER & PHOTOGRAPHER

2009 - 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

2006 - 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 of new hires and temp workers.