

Corinne Loth

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Summary

Detail-oriented communications professional with hands-on experience in internal communications, content strategy and project management. Skilled in managing digital communication platforms, producing high quality editorial content and analyzing impact to increase engagement. Driven by increased visibility of communication materials to benefit the company and the individual.

Education

University of Wisconsin–Madison

Madison, WI

Degree: Bachelor of Arts

May 2025

Major: Communication Science and Rhetorical Studies and Information Science, *certificate (minor) in Digital Studies*

Overall GPA: 3.94/4.00, Dean's List every semester, Distinctive Scholastic Achievement

Marketing and Communications Experience

University of Wisconsin–Madison Facilities Planning & Management Division

Madison, WI

Strategic Communications Specialist Intern

January 2024 – May 2025

- Collaborated with a team of other interns, a communications supervisor, the FP&M marketing director and a multimedia designer to produce a bi-weekly internal communications newsletter for FP&M employees with topics ranging from departmental updates to upcoming events to wellness reaching 2,000+ employees
- Executed end-to-end content strategy, from interviews to editing, of human-interest stories, including the "What's your job?" story series
- Efficiently and consistently organized recent terminations and hires and updated campaign audience lists accordingly
- Monitored and tracked newsletter KPI trends like open and click rate, word count, most-clicked links, time of day delivered, etc. to identify trends and areas of improvement in terms of audience engagement across four years of production

Leading Women of Tomorrow

Madison, WI

Marketing and Outreach Chair

September 2024 – May 2025

- Performed outreach duties to potential guest speakers and coordinated their participation in LWT meetings
- Planned a minimum of three collaborations and volunteer opportunities per semester with additional student organizations
- Applied for club grants that garnered necessary funds for semester activities such as self-defense classes, interview workshops, digital marketing materials and print costs to increase engagement and connection among members

Communications and Programming Chair

August 2023 – August 2024

- Coordinated meetings with various local businesses or organizations for enriched full member meetings
- Managed Executive Board communications via GroupMe to solve administrative issues, fundraise and determine organizational needs
- Planned and executed programming strategy for eight events per semester, including logistics, audio-visual equipment and venue management

The Badger Herald

Madison, WI

Web Associate Director and Social Chair

September 2024 – May 2025

- Operated the WordPress website on which all Badger Herald articles are published and completed requests from the editorial department for design changes on the front end of the website such as modifications to heading size, background colors and more
- Communicated with SNO Sites, website backend to solve coding issues to achieve desired website design and consistent digital publishing
- Planned and coordinated all social events for the organization including four new member meetings each semester, collaborations with the other major student publication on campus and the end-of-semester semi-formal function

Copy Chief, DEI Committee Member

September 2021 – August 2024

- Read and reviewed at least 10 pieces per shift for proper AP Style techniques and errors in spelling, tense, citations, links, content accuracy and additional aspects that may alter reader understanding
- Attended meetings with the management team each week to troubleshoot issues related to membership numbers, community involvement, staff camaraderie and the inclusion of diverse perspectives
- Communicated actionable feedback to writers on overall story content, tone and structure to align with editorial strategy

Delzer Lithograph

Waukesha, WI

Assistant Project Manager

May 2022 – January 2024

- Coordinated product fulfillment and packaging logistics for around 12 client accounts, ensuring timely shipment of branded materials
- Collaborated cross-functionally with internal teams and account managers to align project timelines, pallet delivery, budget considerations and display design specifications
- Organized and maintained record of warehouse inventory, enabling efficient response to rush orders and contributing to smooth campaign and product launch operations

Skills and Interests

WordPress, HTML and CSS, Mailchimp, proofreading, Microsoft Office, AP Style, R language, Tableau, Adobe InDesign, Premiere Pro, baking, movies