

Katie-Leigh V. Corder
University of Northern Colorado
University Advancement: News and PR
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Education

M.C.M.M., Colorado State University, 2021 (expected)
Journalism and Media Communication Department, Communications and Media Management

B.A., University of North Carolina at Chapel Hill, 2011
Hussman School of Journalism and Media (Multimedia)
Department of History (American)

Professional Experience

University of Northern Colorado, Creative Content Producer, May 2018-present

- Create compelling content for digital and print publications, websites and social media
- Manage UNC's Twitter account (@UNC_Colorado)
- Assist with managing news website, homepage banner and calendar
- Edit university's newsletters to faculty/staff, students and media contacts
- Supervise part-time student staff
- Write and promote press releases and media pitches
- Contribute to the award-winning *UNC Magazine* and other publications
- Secondary role as university spokesperson and regional media liaison in emergency management

Freelancer, May 2017-Aug. 2019

- F+W Media (May-Aug. 2019): Social media web production
- Golf.com (August 2018): Training on SEO development
- College of Liberal Arts at CSU (October–December 2017): Wrote articles for college's magazine
- Core Fitness and Nutrition (September–December 2017): SEO and marketing analyses
- CSU Student Resolution Center (July–October 2017): Craft social-media strategy
- Ensign Skills Center (May–September 2017): Improve web presence and design

F+W Media, SEO and Audience Development Specialist, Sept. 2015–May 2018

- Schedule and launch optimized landing pages designed to either capture email subscribers on WordPress websites or drive revenue on Magento eCommerce sites
- Track email acquisition, revenue, and traffic from executed landing page strategies
- Guide editors and marketers on top keywords to use to maximize search rankings
- Assist with the social media program for managed communities by promoting the optimized content that is planned and launched

- Work with teams to create and execute relationship and content-focused link building campaigns for managed communities

Sigma Xi, The Scientific Research Honor Society, Web Managing Editor, Jan. 2014–Sept. 2015

- Create and manage social media content for *American Scientist* magazine
- Create multimedia content using audio and video equipment. and editing and animation software
- Research, negotiate, commission, approve, maintain and troubleshoot new functionality and initiatives that are needed and requested
- Field and troubleshoot inquiries from both internal and external partners regarding website functionality
- Work with editorial staff to post issues of *American Scientist* and other content online.
- Plan, write, edit, mail and maintain electronic newsletter emails

U.S. Environmental Protection Agency, Student Services Contractor, July 2011–Dec. 2013

- Wrote newsletters, web content, press releases, blogs, social media content, articles using AP style for internal and external audiences
- Formatted and updated different internal and external websites
- Led collaborative effort between EPA researchers, communications staff, and Durham Public Library staff to publicize the installation of a public air-monitoring station. Coordinated the development of a ribbon-cutting ceremony and communications plan to educate the public on the event and the research.
- Produced and edited videography projects from pre- to post-production.
- Designed graphic and web content using Adobe Suite involving posters of various sizes, signs and flyers.
- Editor of Air, Climate, and Energy Research Program internal and external newsletter.
- Photographed scientists, research projects and edited / optimized using Adobe Suite.
- Traveled to various locations for exhibiting at conferences and multimedia projects.

University of North Carolina at Chapel Hill's General Alumni Association, Editorial Intern, May 2010–May 2011

- Wrote articles regarding news stories and features pertaining to a UNC alumni target audience for the magazine, *Carolina Alumni Review*
- Produced video and audio pieces with music that were up on the website.

The Daily Tar Heel

Multimedia Journalist, Aug. 2009–April 2011

Desk Reporter, Aug.–Dec. 2007

- Produced projects with the use of video and audio to create visual news stories.
- Took photographs to include in projects.

- Interviewed various people both on camera and off. Contacted with sources.
- Used Final Cut Pro on a Mac to edit photos together editing program.

Awards and Honors

- 2017 Rising Star Award from News Media Alliance (2017)
- UNC Hussman School of Journalism and Media: David Jordan Whichard II Scholarship (2009)
- NC Press Association Scholarship (2007)

Organizations

- American Association for the Advancement of Science, 2019-present
- Society of Professional Journalists, 2014-present
- UNC General Alumni Association, 2011-2016
- NPPA, 2009-2012

Volunteer Experience

- Society of Professional Journalists, Blogger, Sept. 2016–April 2017
- Fuzzy Faces Refuge, Digital Media Specialist, Jan. 2015–Oct. 2015
- Citiwide Computer Training Center, Social Media and Website Coordinator, Dec. 2012–Nov. 2013
- All-N'Together Services, Led Donation Drive, Aug. 2012–Oct. 2013