



LM

LOGAN MACDONALD

MEDIA PROFESSIONAL

OBJECTIVE

Media professional looking for new opportunities in the field of broadcast journalism.

SKILLS

- Developing media contacts
- Investigative enterprise reporting
- Developing and pitching story ideas
- Social media copywriting
- SEO optimization
- Video and graphic editing
- Organic social media growth
- AP Style handbook & writing
- Identifying & utilizing social media trends
- Bilingual (Spanish & English)
- Adobe Premiere Pro
- Final Cut Pro

EXPERIENCE

MULTIMEDIA JOURNALIST • WRTV/SCRIPPS TELEVISION • DEC 2025 – APR 2026

- Developed and cultivated relationships for advanced beat reporting, solidifying WRTV as the leading source for Hamilton County
- Crafted vertical content for social media publication to increase story reach among viewers
- Focused on character-driven storytelling, producing community-centered stories that amplified lived experiences and drove meaningful viewer impact

NEWS REPORTER • ACTION NEWS JAX/COX TELEVISION • NOV 2022 – NOV 2025

- Conceptualized and developed engaging written and visual news content for broadcast and web publication.
- Cultivated and maintained strong interpersonal relationships with media contacts.
- Analyzed various aspects of news releases & press conferences in order to evaluate for news worthiness and potential content development.

MULTIMEDIA JOURNALIST • KKTV/GRAY TELEVISION • MAY 2022 – NOV 2022

- Increased organic reach of web articles through purposeful and SEO optimized social media copywriting.
- Social media posts made to promote web publications frequently reached over 100,000 impressions.
- Developed both long-term and short-term news projects for television broadcast while managing multiple projects under tight deadlines.

EDUCATION

COMMUNICATIONS • MAY 2022 • VIRGINIA TECH

- 3.79 cumulative GPA
- Minored in Spanish



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