



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

EXPERIENCE

NEWS REPORTER • COX TELEVISION • NOV 2022 – CURRENT

- Regularly pitches original story ideas through enterprise driven reporting.
- Utilizes social media and extensively cultivated community relationships to aid enterprise reporting story tips and ideas.
- Brainstorms and executes active and immersive live shots to elevate daily television news broadcasts.

MULTIMEDIA JOURNALIST • 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.
- Displayed advanced video and graphic editing skills to produce visually engaging news packages for television broadcast.

MULTIMEDIA NEWS INTERN • GRAY TELEVISION • JAN 2022 – MAY 2022

- Shadowed Emmy award winning news reporters and staff while actively engaging in mentorship opportunities & coaching sessions.
- Mirrored multimedia reporting work in the field while creating mock VOSOTs and PKGs for further sharpening of MMJ skillset.

EDUCATION

COMMUNICATIONS • MAY 2022 • VIRGINIA TECH

- 3.79 cumulative GPA
- Minored in Spanish



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