



LM

LOGAN MACDONALD

MEDIA PROFESSIONAL

## SKILLS

- Developing media contacts
- Information & content research
- 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)

## EXPERIENCE

### NEWS REPORTER • COX TELEVISION • NOV 2022 – CURRENT

- Researches, develops and maintains media contacts while building trust with important members of the community
- Develops and pitches creative and impactful story ideas through advanced research and identification of audience demand

### NFL JOURNALIST • SPORTS ILLUSTRATED • JULY 2022 – NOV 2022

- Articles consistently showed at the top of Google's search results due to SEO and keyword optimization.
- Displayed mastery of AP style handbook.
- Wrote, proofread and edited web articles for national publication daily

### MULTIMEDIA JOURNALIST • GRAY TELEVISION • MAY 2022 – NOV 2022

- 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.

### SOCIAL MEDIA MANAGER • COLORCAST • OCT 2021 – FEB 2022

- Capitalized on social media trends and utilized SEO best practices to increase brand awareness through organic social media reach.
- Achieved 46% account growth on Twitter within first two weeks of managing the company account.

## EDUCATION

### COMMUNICATIONS • MAY 2022 • VIRGINIA TECH

- 3.79 cumulative GPA
- Minored in Spanish



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