

# A|L

# Amy Logan

## COMPETENCIES

- Corporate storytelling and strategic messaging
- Project management
- Content and channel performance analysis
- Crisis communications
- Human Resources communications
- Energy industry knowledge

## TECHNICAL PROFICIENCIES

- **Daily productivity:** MS Office 365 (SharePoint, PowerPoint, Outlook, Word, Excel, OneDrive, etc.)
- **Design:** Adobe Photoshop and InDesign, Canva
- **Content delivery:** Ektron, Interwoven, Craft, and Acquia CMS; HubSpot and Mailchimp CRM; Word-Press for blogs; One Call Now for emergency text/voicemail notification
- **Virtual Collaboration:** Zoom and Teams



### ADDRESS

15710 Woodcroft Dr.  
Houston, TX 77095



### PHONE

281-546-1108



### EMAIL

[amylogan@gmail.com](mailto:amylogan@gmail.com)



### ONLINE PORTFOLIO

<http://amylogan.writerfolio.com/>

## PROFESSIONAL SUMMARY

Dynamic and resourceful corporate storyteller and communications leader with 25 years of experience helping people find the right words and best resources to share their news and make a difference. Communications roles at a nonprofit agency, a mid-sized professional employer organization, and three large energy companies have involved close collaboration with executive leadership, Human Resources, and other internal and external partners to develop and facilitate change management, thought leadership, and essential messaging.

## EXPERIENCE

March 2022 – Current

### Asst. Director of Internal Communications • BakerRipley • Houston, Texas

- Content strategist and writer for all employee communications, including crisis communications.
- Creator, writer, and editor of biweekly employee newsletter.
- Collaborator/editor of all leadership messages, employee handbook, video scripts and more for internal audience.
- Project lead for intranet rebuild.

January 2020 – February 2022

### Content Specialist • G&A Partners • Houston, Texas

- Edited all client-facing communications and marketing collateral.
- Supplied bylined human resources articles and columns to industry and mainstream publications as ghostwriter for agency thought leaders.
- Wrote agency press releases and website articles.
- Planned and drafted client and employee newsletters.
- Wrote video scripts for leadership.

September 2019 – December 2019

### Content Marketing Specialist • ConvergePoint • Houston, Texas

Lead writer for all marketing and public relations content.

December 2018 – August 2019

### Business Communications Advisor • futureAlign Inc. • Houston, Texas

Communications advisor for ExxonMobil Public & Government Affairs. Covered news events and crafted internal success stories and leadership communications for organizations such as Fuels & Lubricants (F&L), Upstream, Global Sourcing, and Chemicals. Managed curation of global F&L newsletter and regional Fuels newsletters.

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# AIL

AMY LOGAN

## EXPERIENCE (continued)

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August 2016 – November 2018

### **Lead Marketing Communications Specialist, Oilfield Services • Baker Hughes, a GE company • Houston, Texas**

- Developed presentations and strategic internal communications.
- Project manager, content strategist, and writer for Oilfield Services employee communications and commercial news.
- Writer and design liaison for product line marketing projects.
- Manager of biweekly Oilfield Services internal newsletter.

August 2014 – April 2016

### **Senior Editor, Energy News on Demand • IHS • Houston, Texas**

Wrote and edited daily news articles announcing new well locations, drilling, and completions in the U.S. upstream oil and gas industry.

November 2013 – July 2014

### **Senior Editor of Production Technology, E&P magazine • Hart Energy • Houston, Texas**

- Wrote a monthly upstream oil and gas production column.
- Edited and wrote feature stories highlighting effective or new and innovative production technology.

November 2010 – September 2013

### **Manager of Writing Services, Corporate Affairs • Halliburton • Houston, Texas**

Managed internal communications for Halliburton's global employees:

- Worked with C-suite and top executives to ensure employees received relevant news in a timely manner.
- Planned and developed HalNews, a weekly employee e-newsletter.
- Managed a team of four highly skilled writers.
- Edited all content disseminated by the Employee Communications group within Halliburton Corporate Affairs.
- Managed crisis communications for the global employee audience.
- Drafted and sent targeted employee emails.

May 1999 – October 2010\*

### **Reporter, Editor, Graphic Designer, Team Manager • Various Newspapers and Association Magazines • Texas**

Reported breaking news; covered community events and industry conferences; wrote human-interest articles, and business and people profiles; and managed small newsroom staffs and freelance writers for community newspapers and two membership magazines catering to payroll, accounting, ethics, and compliance professionals.

\* For a full listing of my work experience and to review some of my work references, please visit my LinkedIn page at <https://www.linkedin.com/in/amy-logan-773675b>.

## EDUCATION

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**Sam Houston State University**, Huntsville, Texas  
Bachelor of Arts, Journalism; minor in photography



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