

A|L

Amy Logan

COMPETENCIES

- Corporate storytelling and strategic messaging for internal and external audiences
- Project management
- Data analysis and distillation
- Conference coverage
- SEO content generation for webpages

TECHNICAL PROFICIENCIES

- Microsoft Office/Office 365 (SharePoint, PowerPoint, Outlook, Word, Excel, etc.)
- Adobe Photoshop and InDesign
- Ektron, Interwoven, Craft, and Acquia CMS
- HubSpot and Mail Chimp CRM, and WordPress website builder
- Basic HTML (for troubleshooting)



ADDRESS

15710 Woodcroft Dr.
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281-546-1108



EMAIL

amyclogan@gmail.com



ONLINE PORTFOLIO

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

PROFESSIONAL SUMMARY

Dynamic and resourceful corporate storyteller and communications strategist with more than 23 years of experience. Recent roles have involved working closely with executive leadership to develop strategic internal or marketing messages for dissemination via email, company websites, intranets, newsletters, social media, videos, and town halls.

EXPERIENCE

January 2020 – Current

Content Specialist • G&A Partners • Houston, Texas

- Edit all client-facing communications and marketing collateral.
- Ghostwrite bylined HR articles and columns for external news agencies and write company press releases and web articles.
- Plan and draft monthly client and bimonthly employee newsletters.
- Write video scripts for leadership.
- Edit and create content for G&A's website.

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.

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 marketing projects.
- Manager of biweekly Oilfield Services 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.

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EXPERIENCE *(continued)*

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.
- Attended industry conferences for news gathering, event coverage, and source recruitment.
- Contributed articles to other sections of magazine (e.g., Digital Oil Field, Operator Solutions) and special sections.
- Edited articles and proofed final layouts of magazine.

November 2010 – September 2013

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

Managed the internal corporate communications for Halliburton's global employee base:

- Worked with C-suite and top executives to hone communications and ensure employees received relevant news in a timely manner.
- Planned and developed HalNews, a weekly employee e-newsletter.
- Managed a team of skilled writers, assigning beats to them to ensure product lines and functions had a dedicated writer resource for news coverage and internal marketing campaigns.
- 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.
- Reviewed and revised the written portions of internal marketing campaigns and corporate reports.

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, please visit [my LinkedIn page](#).*

EDUCATION

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

REFERENCES

References available on request and online via LinkedIn at:

<https://www.linkedin.com/in/amy-logan-773675b/>