

AIL Amy Logan

COMPETENCIES

- Multimedia storytelling and strategic messaging
- Project management
- Content and channel performance analysis
- Crisis communications

TECHNICAL PROFICIENCIES

- **Daily productivity:** MS Office 365 (SharePoint, PowerPoint, Outlook, Word, Excel, OneDrive, etc.), Trello, Asana, Monday
- **Design:** Photoshop, InDesign, Canva, Publisher
- **Content delivery:** HubSpot and Mailchimp CRM; One Call Now and AlertMedia for emergency notifications; WordPress CMS; Flipsnack online digital publishing tool
- **Virtual Collaboration:** Zoom, Teams, Slack



ADDRESS

15710 Woodcroft Dr.
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EMAIL

amyclogan@gmail.com



ONLINE PORTFOLIO

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

PROFESSIONAL SUMMARY

Results-driven senior communications advisor and storyteller with more than 25 years of experience helping people find the right words and best methods to share their news and make a difference. Committed to delivering meaningful and measurable outcomes through collaboration, creativity, and research. Sought-after editor and writer for internal, external, marketing, and executive messaging. Trusted leader and supervisor of talented creative teams.

EXPERIENCE

March 2022 – Current

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

- Partnered with leadership to create and implement a strategic, internal communications program that helped break down silos and engage employees from all parts of the diverse organization.
- Authored engaging internal communications that fostered a strong sense of community and included the strategic and consistent placement of the nonprofit organization's mission, vision, and values.
- Created biweekly employee "Insider" newsletter that transitioned to a monthly magazine. (See *sample included in online portfolio*.)
- Served as on-call crisis communications leader for organization.
- Advised agency as trusted collaborator/editor on all leadership messages, employee handbook, video scripts, and more for internal audience.
- Collaborated with Marketing on external messaging and social media posts.

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.
- Prepared video scripts for leadership.
- Served as primary liaison with external media group, which assisted with agency advertisements and social media.

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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EXPERIENCE (continued)

August 2016 – November 2018

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

- Developed presentations and strategic internal communications.
- Served as project manager, content strategist, and writer for Oilfield Services employee communications and commercial news.
- Managed biweekly Oilfield Services internal newsletter.
- Assisted with product line marketing projects as writer and design liaison.

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 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; provided graphic design, photography, and layouts; and managed small newsroom staff 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

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