

Amy Logan

Senior Communications Advisor & Strategic Storyteller

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

PROFESSIONAL SUMMARY

Senior communications advisor with more than 25 years of storytelling experience, including shaping internal, executive, and external messaging for global corporations and a large nonprofit. Known for elevating organizational voice, building trusted partnerships with leadership, and delivering clear, strategic communications that drive alignment, engagement, and measurable outcomes. Experienced leader of creative teams, crisis communications, and multi-channel content strategies.

EXPERIENCE

ASSISTANT DIRECTOR OF INTERNAL COMMUNICATIONS

BakerRipley | Houston, TX | March 2022 – February 2026

BakerRipley is one of Texas' largest nonprofits, providing workforce, education, and community services primarily to the Houston and Gulf Coast region.

- Designed and executed a strategic internal communications program at BakerRipley that reduced silos and strengthened engagement across the 1,400-employee nonprofit.
- Developed a friendly, approachable internal voice that was adopted into BakerRipley's refreshed brand.
- Led internal campaigns, employee handbook development, executive speeches, and video scripting and direction, delivering clear, actionable messaging that informed employees and strengthened trust in agency leadership.
- Produced biweekly "Insider" newsletters that doubled employee readership by increasing engagement from 35% to 70%, significantly strengthening internal communication reach. The newsletter evolved into a monthly digital magazine in July 2025 that further improved readership incrementally.
- Led rapid crisis communications, coordinating urgent updates with incident command to keep employees informed.
- Helped develop external communications and social media that strengthened community engagement and elevated public visibility for the nonprofit.

CONTENT SPECIALIST

G&A Partners | Katy, TX | January 2020 – March 2022

G&A Partners is a national professional employer organization (PEO) providing HR outsourcing, benefits, and payroll services.

- Developed the monthly client newsletter (produced weekly during COVID in 2020) by planning, writing, editing expert input, and managing national distribution to help small and mid-sized businesses navigate rapidly changing regulations.
- Edited all client-facing communications and collateral to ensure accuracy, clarity, and brand alignment.
- Wrote leadership video scripts and co-developed webinar scripts that supported lead-generation efforts.
- Researched, wrote, and edited website and blog content to strengthen the organization's digital presence.
- Ghostwrote bylined thought-leadership articles for executives and subject matter experts, boosting visibility in major industry and trade publications.

BUSINESS COMMUNICATIONS ADVISOR (Contract)

futureAlign Inc. supporting ExxonMobil | Spring, TX | December 2018 – August 2019

- Supported ExxonMobil's Fuels & Lubricants and additional business lines as a communications strategist.
- Produced news coverage, success stories, and leadership messaging while managing global and regional newsletters that strengthened visibility and alignment across the Fortune 500 corporation.

LEAD MARKETING COMMUNICATIONS SPECIALIST

Baker Hughes, a GE Company | Houston, TX | August 2016 – November 2018

Baker Hughes is a global energy services and technology company with 58,000 employees. It merged with GE Oil & Gas in 2017.

- Led internal communications for Oilfield Services business and developed Town Hall presentations, leadership messaging, and engagement initiatives that strengthened employee understanding of priorities and performance.
- Managed monthly newsletters and daily intranet updates, increasing visibility of key operational and safety information.
- Built and maintained a SharePoint-based product-line intranet site informed by employee survey insights, increasing traffic and creating a direct feedback channel between staff and product-line leadership.
- Supported product launches and commercial projects by developing sales collateral that drove customer engagement.

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SENIOR EDITOR OF ENERGY NEWS ON DEMAND

IHS | Houston, TX | August 2014 – April 2016

IHS is a global provider of information, analytics, and solutions across various industries including the energy industry. Among its products was the daily print and digital upstream oil and gas newsletter, Energy News on Demand.

- Wrote daily upstream oil and gas news articles—covering drilling activity, methodologies, and production trends—to deliver accurate, timely insights for industry readers.
- Created accompanying maps and ensured accuracy and consistency, strengthening editorial credibility.
- Mentored junior writers on oilfield terminology and editorial standards, improving quality and reducing revision cycles.

SENIOR EDITOR OF PRODUCTION TECHNOLOGY

E&P magazine (Hart Energy) | Houston, TX | November 2013 – July 2014

Hart Energy publishes several major industry journals, including E&P magazine. Serving as the production-technology editor required close collaboration with oil and gas executives and subject-matter experts for deep insight into global industry trends.

- Wrote monthly oil and gas production column that delivered clear market and operational insights to industry readers.
- Edited and wrote feature stories showcasing emerging and innovative production technologies, strengthening the magazine's technical depth.
- Attended industry conferences for newsgathering, event coverage, and source development, expanding E&P's network.
- Served on senior editorial staff, editing articles and proofing layouts to ensure accuracy, quality, and on-time publication.

MANAGER OF WRITING SERVICES

Halliburton | Houston, TX | November 2010 – September 2013

I led a team of four writers supporting internal communications for Halliburton, a global energy services and technology company that had more than 75,000 employees in approximately 80 countries.

- Managed targeted employee emails that improved clarity and action on routine and high-priority updates.
- Led global internal crisis communications that kept employees informed during critical incidents.
- Produced the weekly employee newsletter and wrote articles that strengthened awareness of organizational priorities.
- Organized internal news coverage into beats, increasing visibility and providing balanced departmental representation.
- Produced the annual Corporate Sustainability Report and conducted internal surveys, enhancing transparency and informing leadership decisions.

REPORTER, EDITOR, GRAPHIC DESIGNER, AND TEAM MANAGER

Various newspapers and professional associations | Texas | May 1999 – October 2010

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. *(Complete listing available on LinkedIn.)*

SKILLS

Internal, external, executive, and marketing communications; strategic messaging; organizational storytelling; crisis communications; team leadership; project management; data analysis and distillation; stakeholder engagement; high-impact writing and editing; creative direction; AP and SPE style expertise

TOOLS & SOFTWARE

MS Office 365 • SharePoint • PowerPoint • Outlook • Word • Excel • OneDrive • Copilot • Trello • Asana • Monday • Photoshop • InDesign • Canva • Publisher • Craft CMS • Acquia CMS • WordPress • HubSpot • Mailchimp • Flipsnack • One Call Now • Send Word Now (OnSolve) • AlertMedia • Zoom • Teams • Slack

EDUCATION

Bachelor of Arts, Journalism (Minor: Photography)
Sam Houston State University, Huntsville, Texas