

Logan Malyk

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Professional Summary

Advertising Copywriter and Marketing Specialist with in-house agency experience in nonprofit and commercial sectors creating integrated campaigns across email, direct mail, print, social media and out-of-home channels. Skilled in copywriting, content marketing, brand storytelling, and SEO-informed and insight-based strategy that drives audience engagement, consumer and donor growth, and sales with authentic messaging in an increasingly inauthentic world.

Work Experience

Marketing and Communications Specialist, University of Maine Foundation, May 2024-Present

- Nonprofit advertising for an independent 501(c)(3) organization supporting Maine's flagship university.
- Dual role serving as Copywriter and Art Director conceptualizing and executing integrated fundraising campaigns within the Foundation's in-house marketing and creative department.
- Spearheading market segmentation efforts for annual giving campaigns that expand donor engagement.
- Managing and creating content for email, direct mail, print, social media, and donor events.
- Selling philanthropy with stories that inspire generosity through student and program successes.

Social Media Manager, Hamilton Marine, May 2023-May 2024

- D2C and B2B marketing for the largest marine supply store chain and ship's chandlery north of Boston catering to commercial fishermen, shipbuilders and boaters across six store locations.
- Grew the brand's online presence across social media channels with self-produced organic and sponsored content including reels, stories, and posts that generated new engagement and impressions.
- Conceptualized and executed integrated campaigns for products and sales with email, direct mail, print, social media, out-of-home tactics, and trade show marketing.
- Managed product listings and digital strategy for e-commerce with product photography, product description copy, and conforming listings to Google Shopping standards with SEO optimization.

Press and Media Intern, Mid Maine Technical Center, January 2022-May 2023

- Collected stories of technical center students and program highlights through interviews to write press releases and create media kits for local outlets and publications.

Social Content Intern, Curtains Up! Productions, May 2019-September 2019

- Self-produced organic social content and designed event materials for the state of Maine's oldest theater.

Skills

- Copywriting: Brand voice, brand storytelling, persuasive messaging, content writing, short-form and long-form copy, product descriptions, press releases, editing and proofreading.
- Art Direction: Unified visual language, aesthetic direction, graphic design, photography and videography.
- Digital & Social: Social media management, paid and organic social marketing (Facebook, Instagram, TikTok, LinkedIn), content creation, email marketing, and campaign analytics (CTR, CPC, impressions).
- Strategy & Optimization: Market segmentation, A/B testing, SEO optimization, consumer experience.
- Tools & Platforms: Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects), Canva, Affinity, Wordpress, Epicor, Google Shopping, Google Ads, Microsoft Office, HTML fundamentals.

Savannah College of Art and Design, 2022

BFA, Advertising and Branding. Copywriting concentration, Minor in Art Direction.

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