

Logan Malyk

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Professional Summary

Advertising Copywriter and Marketing Specialist with both agency and in-house experience 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 engagement with authentic messaging in an increasingly inauthentic world.

Experience

Copywriter, Communicators Group, 2026-Present

- Writing clear, persuasive copy for integrated campaigns across print, social media, OOH, etc.
- Leveraging insights and market research to craft strategic communications
- Managing multiple accounts (finance, healthcare, etc.) and pitching directly to clients
- Collaborating with Creative Directors, Art Directors, Account Executives, and Digital Specialists

Marketing & Communications Specialist, University of Maine Foundation, 2024-2026

- Nonprofit advertising supporting Maine's flagship university
- Conceptualized and executed integrated fundraising campaigns
- Spearheaded segmentation efforts for annual giving campaigns that expanded donor engagement
- Created content for email, direct mail, print, social media, and donor events

Social Media Manager, Hamilton Marine, 2023-2024

- D2C and B2B marketing for the largest marine supply store chain north of Boston
- Grew the brand's online presence across social media channels with organic and sponsored content
- Conceptualized and executed integrated campaigns for products and sales events
- Managed ecommerce including product copy, SEO, photography, and Google Shopping optimization

Advertising internships include Mid Maine Technical Center (2022) and Curtains Up! Productions (2019)

Skills

- Copywriting: brand voice, brand storytelling, persuasive messaging, content writing, short-form and long-form copy, product descriptions, press releases, and proofreading/editing
- Art Direction: unified visual language, aesthetic direction, graphic design, and photography
- Digital & Social: social media management with Meta and Sprout Social, paid and organic content (Facebook, Instagram, TikTok, LinkedIn), content creation, email marketing, and analytics (CTR, CPC)
- 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

Education

Savannah College of Art and Design, 2022

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

P.S. Hey! You wouldn't approve an ad of just bullet points and product features. Let my work and online portfolio tell a better story by visiting loganmalykcopy.com