

Cecilia R. Logan

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Communications professional skilled in press releases, social media growth, and creative copy

MARKETING & COMMUNICATIONS EXPERIENCE

DePaul University Athletics, Chicago, IL

Graduate Assistant | August 2022-Present

- Served as a primary contact for four athletic programs and served as the secondary contact for both men's and women's basketball
- Headed an 11 day instagram campaign for our track and field program that earned 75,166 impressions, 2,587 unique engagements and reached over 21.1k accounts
- Wrote program press releases, game notes, and historical archives while overseeing media operations for all home events
- Oversaw, worked, and collaborated with over 15 student workers including creatives and runners to ensure successful game production and social roll out
- Responsible for updating student athlete biographies, sports schedules, photo galleries and school records on our website
- Established relationships with head coaches, support staff and student athletes to uncover personal stories and collaborate on media ideas
- Recorded men's and women's basketball press conferences and uploaded videos to our platforms

James Madison University Athletic Communications, Harrisonburg, VA

Student Assistant | August 2021-May 2022

- Responsible for posting game updates on Twitter and Instagram during live sporting events
- Assisted Sports Information Directors with gameday graphics, website design, and game notes
- Prepared media rooms for upcoming events, including press conference set up
- Assisted with statistics during softball and basketball games

Tierney Media Agency, Philadelphia, PA

Extern | May 2021

- Collaborated with company executives and fellow externs to visualize and produce a campaign for our company, "Baby Builders"
- Lead the formulation of our brand kit featuring typography, a color palette and logo design prototypes
- Wrote and recorded a radio ad with my team advertising "Baby Builders" subscription service

Believe Advertising, Sydney, Australia

PR Intern (Remote) | February 2021-April 2021

- Communicated and collaborated weekly with the Director about PR angles for news stories
- Wrote blog posts for Search Engine Optimization content
- Produced social media content for small business, "Chocolate Cleanse"

Alpha Phi International Fraternity, Harrisonburg, VA

Director of Social Media | January 2020-December 2020

- Enhanced our social media presence and engaged followers with interactive Instagram stories and posts
- Increased social media following on Instagram by 50% in under a year
- Responsible for recruitment campaigning on social media, which resulted in a very successful recruitment year
- Fostered a sense of community within the organization by creating weekly TikTok challenges for our members to participate in during quarantine

EDUCATION

DePaul University, Chicago, IL.

- Master of Arts in Public Relations and Advertising

Anticipated June 2024

James Madison University, Harrisonburg, VA

B.S. in Media Arts and Design

August 2022

- Focus in Creative Advertising
- Minor in Art