

# Michael Logie

## Copywriter

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mikelogie.com

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### Summary

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Forklift operator-turned-copywriter with extensive experience across social, digital, TV, radio, print, and outdoor.

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### Experience

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#### Tierney / Copywriter Intern

JUNE 2022 - DECEMBER 2022, PHILADELPHIA, PA

- Developed integrated campaigns across all major mediums.
- Wrote compelling copy for a variety of brands including Comcast, Independence Blue Cross, PECO, and TD Bank.
- Collaborated with strategy, PR, account, and project management to ideate and develop a broad range of creative campaigns.
- Assisted senior creatives in writing a range of cross-channel communications including headlines, taglines, TV scripts, social posts, and manifestos.

#### GOJO Industries, Inc. / Overnight Forklift Operator

DECEMBER 2020 - NOVEMBER 2021, STOW, OH

- Certified on three different forklift models.
- Utilized forklifts to load and unload trucks and racks.
- Verified part numbers, order numbers, batch numbers, purchase order numbers, and quantities to ensure inventory accuracy for applicable assignments.
- Processed paperwork accurately according to established cGMP and standard operating procedures.
- Used RF inventory software to process transfer orders and receive materials.
- Assisted with orientation and training of new employees.

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### Education

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#### Droga5 Portfolio School (D5in10) / Student

MARCH 2022 - MAY 2022, NEW YORK CITY, NY

- One of 20 students selected to participate in a 10-week portfolio school boot camp.
- Attended weekly lectures led by Droga5 creative directors, strategists, designers, writers, and art directors.
- Collaborated with classmates on portfolio-building briefs.

#### Grove City College / BS, Business Management

SEPTEMBER 2016 - JANUARY 2022, GROVE CITY, PA

- Relevant coursework: Introduction to Marketing and Ecommerce
- Varsity Track & Field