

Allison Logan

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UF Herbert Wertheim College of Engineering, Gainesville, Fla., October 2016 to Present

Marketing & Communications Specialist for the Department of Computer & Information Science & Engineering

- Create print materials including one-pagers, half-sheets, postcards, flyer and magazine-style newsletters
- Create digital content, such as email campaigns for department chairs and alumni
- Manage the content and design of two department website, which included a complete redesign in 2018
- Write features and short news stories on faculty and student achievements and research
- Create content and manage the department's four social media accounts
- Managed a team of four marketers and assisted the college with design projects while the communications manager was on leave.
- Coordinated six iterations of the department's biannual Career Fair, which sees an average attendance of 1,000 students and 35 companies.

UF Center for Public Interest Communications, Gainesville, Fla., August 2017 to October 2017

Web Developer

- Redesigned the website for frank 2019 (frank.jou.ufl.edu)

The New York Times Editing Center, Gainesville, Fla., May 2010 to October 2016

Editor/Technical Coordinator/Designer

- Held weekly meetings with the technology team in New York to troubleshoot local issues
- Managed projects including training new hires and implementation of new systems
- Copy edited 20-35 stories daily and trimmed 1,500-3,000-word articles to 400 words
- Designed and edited the New York Times Digest
- Beta-tested a new editing software that was built in-house
- Troubleshot email, chat and editing system issues
- Managed content for the interoffice website
- Conducted training presentations and trained new News Service editors
- Updated the International Weekly English CMS
- Edit and send 24-30 stories for a product called the Magazine Wire with international subscribers

Margot's Impeccable Pickles, Gainesville, Fla., August 2015 to December 2015

Web Developer

- Built a PHP-based website with two other team members
- Compiled a marketing campaign
- Wrote and designed a company branding and style guide

The University of Florida, Gainesville, Fla., August 2011 to December 2011

Adjunct professor

- Taught a 3-credit editing course with 18-20 students
- Gave daily AP style quizzes and assigned two to three editing assignments per week

Lake City Reporter, Lake City, Fla., February 2010 to May 2010

Copy Editor/Designer

- Designed newspaper and wrote headlines
- Copy edited articles, cut-lines, pages, final proof of the paper and Currents magazine
- Worked with reporters on polishing stories
- Edited photos and prepared files for the online edition

The North Florida Herald, High Springs, Fla., August 2009 to December 2009

Editorial Intern

- Updated files for the web
- Copy edited the paper and wrote headlines
- Edited weekly briefs and wrote articles

EatingWell Media Group, Charlotte, Vt., June 2009 to August 2009

Editorial & Web Intern

- Edited and uploaded content to the magazine's content-management system
- Built Flash player graphics and slideshows
- Tested recipes and helped with food styling for photographer
- Copy edited articles

Tower Publications Inc., Gainesville, Fla., December 2008 to May 2009

Copy Editor, Writer and Photographer

The Satellite, Gainesville, Fla., March 2008 to January 2009

Assistant Editor, Copy Editor, Web Editor and Writer

The Independent Florida Alligator, Gainesville, Fla., January 2008 to April 2008

Stringer

Newspaper Publishers Inc., Wellington, Fla., January 2007 to May 2007

Photographer and Writer



Skills

Strategic Planning • Project Management • Graphic Design • Editing & Writing • Social Media Management • InDesign • Photoshop • Illustrator • Web Design • Plugin Development • WordPress Theme Development • Responsive Design • Alumni Communications • CMS • SEO • Google Analytics • Mobile Design • Branding • Mentoring • Maintaining Corporate Partnerships and Business Relationships

Portfolio: <http://allisoncandrea.com>

Github: <https://github.com/alogan-uf> • <https://github.com/UFCISEMedia>



University of Florida, December 2015
College of Journalism and Communications
Master's in Web Design & Online Communication

University of Florida, December 2009
College of Journalism and Communications
Bachelor's in journalism; Minor in leadership

Santa Fe College, December 2007;
Associate of Arts degree

Managing at UF certification, October 2019



Elizabeth Fiore, Communications Manager,
UF Herbert Wertheim College of Engineering,
{contact for reference information}

Helen Goh, Director of Marketing & Communications,
UF Herbert Wertheim College of Engineering,
{contact for reference information}

Nicole Hill, Digital Organizer, Texas AFT,
{contact for reference information}

Jennifer Ford, Marketing & Communications Director,
UF College of Journalism and Communications Online,
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