

Logan Zlotnick

logzlotnick.com • (702) 481-6093

EDUCATION

Brigham Young University

June 2024

Bachelor of Arts: Communications, Emphasis in Advertising

Provo, Utah

Minor in Business

- GPA 3.92
- Full Tuition Academic Scholarship

WORK

Saatchi & Saatchi

June 2023 - Present

Copywriter - Accounts: Pampers, Dawn, Olay, Crest

New York, New York

- Ideated, wrote, and pitched branded content for TV, social, OOH
- Worked with strategy team to create comprehensive campaign to present to client
- Collaborated with senior creative team to create deliverables for client

Weapon Ad Agency

November 2022 - March 2023

Copywriter - Accounts: Stormland Group, Find It Parts, Mind & Body Naturals

Salt Lake City, Utah

- Conducted interviews with clients and consumers to uncover key brand insights for campaigns
- Synthesized insights to create brand strategy documents for client's internal use
- Wrote and proposed packages of scripts with varying tones to choose from to clients for digital ads

Russian Speaking Tutor

January 2022 - February 2023

Private Tutor

Orem, Utah

- Designed lessons in Russian language to teach highschool level concepts to recently adopted Ukrainian student
- Supported student in achieving B average despite their learning disabilities and limited english skills
- Taught and encouraged student to form healthy study and social habits to better adjust to life in America

FranklinCovey

October 2021 - March 2022

Copywriter

Provo, Utah

- Wrote headlines, taglines, and body copy consistent with brand tone for website and products
- Ideated and created digital campaigns in order to grow the brand's social media presence and following
- Collaborated with designers to propose and implement new products

Ukraine Dnipro Mission Office

December 2020 - September 2021

Mission Financial Secretary

Ukraine Dnipro

- Carefully tracked and managed mission's budget of approximately \$100,000/month
- Acted as liaison between volunteers and local landlords to fairly settle housing disputes in the Russian language
- Regularly ordered, inventoried, and distributed water filters to ensure safe drinking water for 100 volunteers

AWARDS/SKILLS/OTHER RELEVANT EXPERIENCE

- Eagle Scout - Final Project: Civil War Cemetery Restoration (150 collective service hours)
- Fluent in Russian
- High School Valedictorian
- SAT 1520 (ACT 34 equivalent)
- Training for marathon