

LOGAN D. KATZ

<https://www.linkedin.com/in/logankatz/> | 860-951-1459 | Katzlogan18@gmail.com

WORK EXPERIENCE

TransMedia Group

Publicity Assistant

Boca Raton, FL

July 2024 - January 2025

- Led communications campaigns for five high-profile clients, securing consistent regional and national media coverage
- Authored 100+ press releases and articles distributed to curated press lists (100+ contacts per client)
- Tracked campaign analytics maximize ROI and strengthen client visibility
- Managed inbound media requests and facilitated placements that increased client visibility by 30%

Mauxa & Daily Bloid

Journalist

Delray Beach, FL

February 2025 - Current

- Publish weekly film reviews and features, driving sustained growth in digital readership
- Secure early access to unreleased films through publicist/studio relationships, enhancing exclusivity and SEO rankings
- Shape editorial strategy in pitch meetings, influencing brand storytelling and content direction

University of Miami School of Communications

Public Relations Department Assistant

Coral Gables, FL

August 2022 – May 2024

- Developed PR curriculum adopted by 200+ students annually
- Conducted research (surveys, interviews, analysis) that informed departmental rebranding and stakeholder engagement
- Served as the primary liaison for Master's programs, presenting to 100+ students annually

University of Miami Dean of Students Office

Fraternity Graduate Advisor/Administrative Assistant

Coral Gables, FL

August 2022 - May 2024

- Provided high-level administrative support and ensured the timely execution of office initiatives
- Streamlined internal communications between University leadership, fraternity HQ, and housing corporation
- Mentored 14 chapter officers annually on leadership, crisis communications, and brand reputation management

ACHIEVEMENTS

Published Author—Bylines in The Miami Herald, Mauxa, Daily Bloid, Savoir Faire Magazine

Outstanding Graduate Student Award—Recognized as the top-performing student in the PR Master's program (4.00 GPA) and obtained Cum Laude

ADDITIONAL EXPERIENCE

Tommy Bahama

Inventory Coordinator (Management)

Delray Beach, FL

December 2018 – Current

- Promoted in March 2025 to oversee \$1M+ inventory operations and serve as liaison to corporate HQ
- Implemented streamlined communication protocols, improving operational efficiency

Lambda Chi Alpha

Founding Member

Delray Beach, FL

January 2019 – May 2022

- Drove membership growth from 3 to 90+ within three years through targeted outreach and strategic communications campaigns
 - Re-established operational plans for four core positions, ensuring sustainable governance and clear communication protocols
-

SKILLS

Strategic Communication: Media Relations, Press Release Writing, Crisis Communication, Campaign Strategy

Content & Digital Media: Social Media, Editorial Planning, Canva, Adobe Suite, Newsletter Development

Analytics & Tools: SPSS, Tableau, Campaign Reporting, Audience Insights,

Leadership: Stakeholder Engagement, Internal Communications, Project Coordination

EDUCATION

University of Miami

Master of Arts in Public Relations (4.00 GPA)

Coral Gables, FL

May 2024

University of Miami

Bachelor of Science in Media Management (3.90 GPA; Cum Laude)

Coral Gables, FL

May 2022

Minors in Music Business/Entertainment Industries and Sports Administration