HAYLIE LOGAN

Los Angeles, CA | haylieelogann@gmail.com | 310-623-9075

https://www.linkedin.com/in/haylie-logan/ | haylieelogann.com

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EXECUTIVE SUMMARY

Growth-focused Marketing & Operations Leader with a proven record of scaling lead generation, streamlining operations, and driving measurable results across legal, tech, recruitment, and real estate. Expert in brand development, paid media, and digital strategy, leveraging data and AI automation to accelerate growth and operational excellence.

CORE COMPETENCIES

- Growth Marketing Strategy & Leadership
- Multi-Channel Lead Generation (SEO, PPC, & Paid Social)
- Product Roadmap Development & Service Launch
- CRM, Marketing Automation & AI Implementation (Hubspot, Salesforce, etc).
- Strategic Partnerships & Co-Marketing
- Team Leadership & Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Head of Marketing

Legal Soft, MedVirtual and Berry Virtual – Los Angeles | Present

- Build and lead a team of 30+ professionals across 3 internal companies, overseeing marketing and operational initiatives.
- Lead marketing operations for 5 global offices, launching international campaigns that increase organic traffic by 40% and improve website engagement for 8 internal brands.
- Drive roughly 60% higher revenue growth via targeted paid campaigns across Meta, Google/Bing, LinkedIn, Email, SMS, and YouTube Ads.
- Orchestrate large-scale brand positioning efforts, including nationwide conferences, strategic partnerships, referral programs, and high-impact PR campaigns (webinars, podcasts, press releases).
- Implement data-driven analytics, aligning financial tracking with marketing strategies to optimize ROI and ensure sustainable business growth.

Director of Marketing & Executive Operations

Sotheby's International Realty – Real Estate Group | Los Angeles | 2023-2024

- Increased agent visibility by leading the development of high-impact marketing assets, including property websites, newsletters, and digital ad campaigns across Zillow, Redfin, Trulia, and social platforms.
- Boosted social media engagement by 65% through organic content strategies and targeted digital campaigns.
- Developed high-performing marketing automation and CRM strategies to enhance customer engagement and lead conversion.
- Increased sales team productivity by 30% by redesigning client reporting workflows, automating listing presentations, and streamlining open house logistics.

Creative Director | Marketing & Sales

CO/LAB – Digital Marketing Agency | Los Angeles | 2022-2023

- Generated $150K+ in new revenue by identifying and closing high-value partnerships through targeted outreach and competitive sales positioning.
- Developed and executed multi-channel lead generation strategies, driving a 35% increase in client acquisition.
- Conducted comprehensive SEO, digital advertising, and social media audits, optimizing performance for 40+ brands.
- Led content strategy & copywriting, creating high-converting landing pages, email campaigns, and blog content that improved engagement by 40%.
- Built and directed a large marketing department doing end-to-end marketing for each client based on a custom marketing strategy tailored to their exact needs.

Growth Manager | Senior Copywriter

TLK Fusion – Marketing Agency | Los Angeles | 2020 – 2022

- Managed marketing campaigns for 50+ clients, increasing conversion rates by an average of 28% through strategic content, email marketing, and paid media optimization.
- Developed automated email marketing sequences, resulting in a 60% increase in revenue for B2C companies in the e-commerce field.
- Created high-performing SEO content & website copy, ranking multiple client sites in the top 5% of search results.
- Led cross-functional teams, ensuring smooth project execution across content, design, and paid media teams.

Education

San Diego State University (2020): B.A. Journalism & Media Studies, Minor in Leadership Development, Magna Cum Laude, National Society of Collegiate Scholars