

Logan Fahey

513-276-9438

Lmcfahey@gmail.com

St. Joseph, Michigan

Content Marketing Leader | Social Media Strategist | Brand Storyteller

Creative and results-driven marketing leader with 6+ years of experience building brands through strategic content, social media, product marketing, community engagement, and creator partnerships. Proven ability to translate complex products into compelling stories that drive awareness, engagement, and customer growth. Experienced leading go-to-market campaigns, managing ambassador and influencer programs, producing high-performing photo and video content, and collaborating cross-functionally with product, leadership, and creative teams. Equally comfortable developing strategy and executing it.

EXPERIENCE

CloudSpot

Jan 2023 - June 2026

Head of Social Media and Content Marketing; Remote

- Led CloudSpot's social media and content marketing strategy across LinkedIn, Instagram, Facebook, YouTube, and community platforms.
- Planned and executed go-to-market campaigns for major product launches, partnering with leadership, product, and design teams to create cohesive launch strategies.
- Produced platform-native content including photography, short-form video, product education, customer stories, and executive thought leadership.
- Built and managed CloudSpot's ambassador and affiliate programs, creating enablement resources and fostering long-term creator partnerships.
- Managed one of the company's largest customer communities, driving engagement, gathering product feedback, and strengthening customer loyalty.
- Created lead magnets, campaign assets, and educational resources supporting paid marketing initiatives.
- Monitored analytics, platform trends, and audience behavior to continuously optimize content strategy and campaign performance.
- Collaborated across departments to ensure consistent messaging throughout product launches and marketing initiatives.
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CloudSpot

Social Media Manager (Part time); Remote

Oct 2022 - Jan 2023

- Curated organic social content calendar, implementing the social media strategy to guide decision making and content planning
- Actively engaged in social listening, maintained a deep understanding of the latest trends, capabilities, and algorithm shifts across social platforms, and adjusted content creation accordingly.

Freelance Marketing & Content Creator

Present

- Develop social media strategies, short-form video, photography, and branded content for businesses across hospitality, consumer products, and photography industries.
- Produce platform-native content designed to increase engagement and brand awareness.
- Photograph commercial products, restaurants, families, and lifestyle campaigns.
- Manage content calendars, campaign planning, and social media execution for multiple clients.
- Clients include Mason Jar Cafe and Good Boy Vodka

Swift Galleries

Social Media Manager (Part time); Remote

Oct 2021 - Jan 2023

- Analyzed the company's digital marketing plan and social media strategy and identify strategic weakness and make recommendations for improvements

- Engaged with customers on all social platforms
- Created original content for all social media channels
- Monitored Facebook Groups for each company to increase customer engagement

Cole's Classroom (Previously ShootProof)

Social Media Manager (Part time); Remote

June 2021 - Jan 2023

- Engaged with customers on all social platforms
- Created original content for all social media channels
- Monitored Facebook Groups for each company to increase customer engagement

ShootProof

Social Media Content Creator and Podcast Host/Producer; Remote

Sept 2019 - Jun 2021

- Host and Producer of "Find Your Focus" Podcast; 800-1000 downloads per episode
- Coordinated with the marketing team to drive messaging and promote current campaigns.
- Planned and produced weekly lives to maximize engagement.
- Developed social media content and scheduled posts to coincide with target audience usage.
- Utilized third-party social media management tools and social media tracking platforms for in-depth analytics.
- Collaborated with public figures, companies and press to boost and enhance brand on social media.

Hutto ISD

Campus Instructional Technology Specialist; Hutto, TX

Aug 2016 - May 2019

- Helped teachers plan and integrate lessons using technology
- Held weekly meetings with each grade level to discuss technology integration and student performance.
- Worked with school administrators to determine course needs and set frameworks. Developed, deployed and maintained robust training programs accomplishing department and facility goals.

First Grade Teacher - Cottonwood Creek Elementary; Hutto, TX

Aug 2013 - Jun 2016

Hamilton City Schools

Kindergarten Teacher - Riverview Elementary; Hamilton, OH

Aug 2012 - Jun 2013

SKILLS

Content Marketing

- Content Strategy
- Brand Storytelling
- Product Marketing
- Go-to-Market Campaigns
- Executive Thought Leadership
- Copywriting
- Community Building
- Email Marketing

Social Media

- Facebook, Instagram, LinkedIn, Tiktok, Youtube, Threads, LinkedIn, Threads
- Influencer Collaboration
- Campaign Management
- Social Media Management
- Brand Development/Awareness
- Strategic Planning
- Content Design and Planning
- ChatGPT & Claude

Affiliate Marketing

- Influencer Marketing and Management
- Ambassador Program Management

Design

- Photography
- Videography
- Short-form Video
- Graphic Design
- Canva
- Photoshop
- Lightroom
- Figma
- CapCut
- Webflow
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Analytics & Marketing Tools

- Google Analytics
- Meta Business Suite
- Metricool
- SegMetrics
- Semrush
- Airtable
- Intercom
- Asana
- ChatGPT
- Claude
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EDUCATION AND TRAINING

University of Kentucky