

Logan Mulholland

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Skills

I am a driven and thoughtful individual who has used my creativity and communication skills to drive business, create brand loyalty, and establish new relationships.

Experience

May 2022 - Present

Yammie Noob - *Business Development Manager / Writer*

- Write video scripts for reviews, listicles, and think pieces for one of Youtube's premier motorcycle channels with 1.28M followers and 8M monthly views
- Create website copy for product pages
- Pursue brand partners for sponsored content
- Craft integrated advertisements for channel sponsors

March 2018 - May 2022

Populace Coffee, Michigan - *Business Development Manager*

- Managed production staff and ensure quality and fulfillment for wholesale partners, e-comm, and subscription services
- Oversaw coffee program across multiple cafe locations
- Sourced coffee and develop roast profiles
- Engaged existing partner success through our Populace Training Program
- Pursued new wholesale partnerships and maintained an organized sales pipeline
- Produce marketing content including email campaigns, graphics, blog posts, and photography

June 2016 - November 2018

The Red Hook, Ferndale/Detroit, MI - *Training Manager*

- Trained all staff members on necessary skills and company culture
- Performed supplementary education courses for staff and the public
- Developed new recipes, protocols, and expectations for the coffee program

Projects

- **Branded New:** Led the design and marketing campaign for our clothing line developed to spread awareness of the water consumption cost associated with textile production.
- **Populace Petoskey, Detroit, and Midland:** Hired and trained staff, sourced and installed equipment, established vendor relationships, implemented SOPs for the new retail locations.

Interests

I am a motorcyclist, musician, and film buff. I like to read, travel, and eat well.