

Aostelda Logan

CREATIVE DIRECTOR | COPYWRITER



ABOUT ME

Creative leader with 15+ years of experience driving culturally resonant brand campaigns across entertainment, health, tech, and consumer goods. I specialize in connecting brands with diverse audiences through storytelling, data-driven insights, and cross-platform execution. From spearheading Black cultural campaigns to shaping global strategies for Fortune 500 companies, I thrive at the intersection of creativity, culture, and commerce.

EXPERIENCE

✉ aosteldalogan@gmail.com

🌐 aostelda.com

🌐 [Aostelda Logan](https://www.linkedin.com/in/aostelda)

SKILLS

- Cultural Marketing & Insights
- Creative & Brand Strategy
- Copywriting & Storytelling
- Campaign Development (360°)
- Art Direction & Content Production
- Social Content & Community Growth
- Cross-Functional Team Leadership
- Adobe Creative Suite | AI Tools

EDUCATION

M.A. ADVERTISING

Savannah College of Art & Design

Class of 2016

B.A. MASS COMMUNICATIONS

Fort Valley State University

Class of 2012

FREELANCE NYC | CREATIVE DIRECTOR

Clients: MGM+, Apple, FCB, Publicis, UWG, JLC Ventures, GTL Media & more.

2020 - Present

- Partnered with leading agencies and brands to shape culturally impactful campaigns, creative strategy, and brand storytelling.
- Scaled a startup's audience by 135% and gained 1M+ in reach through culturally relevant content strategies leveraging both paid and organic social.
- Advised on brand positioning and creative direction to ensure resonance with multicultural and next-gen audiences.

PARAMOUNT GLOBAL NYC | CREATIVE DIRECTOR (CONTRACT)

Clients: VH1 & BET

2023 - 2024

- Produced tentpoles, episodic content, and branded campaigns rooted in cultural insights.
- Led creative for a VH1 reality series that boosted engagement by 43% and increased viewership 27% year-over-year.
- Worked directly with executive leadership to align cultural narratives with brand strategy.

TEN 35 CHICAGO | ASSOCIATE CREATIVE DIRECTOR

Clients: Dove, Meta, Starry, Jeep, Gushers, Group Black Media

2021 - 2023

- Oversaw diverse teams to deliver culturally rooted briefs, creative pitches, and brand activations.
- Led Group Black Media's first Cannes Lion-winning campaign, elevating Black creators and audiences at scale.
- Partnered with clients to create insights-driven strategies that authentically engaged multicultural consumers.

OGILVY NYC | SENIOR COPYWRITER/CREATIVE LEAD

Clients: IKEA, Hyatt, Philips, Instagram, Absolut, Gerber & More

2019 - 2021

- Developed social-first creative for global brands, tailoring campaigns to resonate with consumers.
- Produced storytelling for Philips portfolio that blended data-driven insights with cultural storytelling.
- Supported new business strategy by crafting winning pitches rooted in forward thinking creative ideas.