

Aostelda Logan

ACD Writer | Copy Editor | Creative Strategist

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New York, NY & Atlanta, GA 

Work Experience

Senior Lead Copywriter

Mar 2025 – Present

Telementum Global | Speck, Tech21, Alphacomme, Quikcell

Led copy strategy across digital, packaging, product, sales, and event marketing, translating complex product features into clear, customer-focused messaging for B2B and B2C audiences.

- Led copy across four global brands developing distinct tone of voice for each.
- Owned all copy for Telementum’s CES presence, including booth messaging, product storytelling, and launch assets.
- Developed and launched copy for Tech21’s patented 3D-printer technology at CES, generating interest from buyers and tech influencers.
- Created experiential & event copy for CES, AW&PE 2025, and the THREE (UK) mobile roadshow

CD Writer, Sr. Copy

2020–2025

Freelance | Apple TV+, MGM+, FCB NY, Publicis, WW, UWG & GTL Media

Provided creative direction and senior-level copy leadership across entertainment, media, and brand campaigns, spanning launches, premieres, and high-visibility cultural moments.

- Apple TV+: Led social creative strategy for the premiere campaign of Spike Lee’s Highest to Lowest, partnering with viral influencers and the NY Liberty’s Ellie the Elephant to drive cultural reach and social buzz.
- MGM+: Creative Director for Godfather of Harlem Season 4 social, delivering 7.1M impressions, 116K engagements, and a 6.3% engagement rate across weekly campaign rollouts.
- GTL Media: Grew brand following 135%, achieved 1M+ reach through organic and paid social, and created the brand’s first Olympic campaign and promo content.

Creative Director (Contract)

2023–2024

Paramount | VHI & BET

Produced tentpoles, brand image spots, episodics, concept & wrote scripts. Pitched brand ideas to high level execs and cross functional teams.

- Concepted BET’s nonpartisan “We Vote” campaign for the 2025 election, earning a Bronze GEMA Award for Election Coverage Promo.
- Led creative for a returning VHI reality series, increasing engagement by 43% and viewership by 41% through refreshed campaign storytelling.

Associate Creative Director

2021 – 2022

Ten35 | Dove, Jeep, Starry, META, Gushers

Managed various teams of creatives, worked with strategy to create clear & concise briefs, pitched campaign ideas, wrote, edited copy & presented work to clients.

- Lead Creative Director for Group Black Media’s first Cannes Lions activation, delivering concept and event messaging to drive brand and investor interest.

Senior Copywriter

2019– 2021

Ogilvy | Ikea, Hyatt, Philips, Instagram, Absolut, Gerber

Delivered data-informed copy and creative concepts for brand and social campaigns, aligning messaging with audience insights and business goals.

- Concepted the initial insight and core idea for a winning Absolut Vodka new-business pitch, contributing to the account win.

Education

M.A. Advertising | 2016
Savannah College of Art & Design

B.A. Mass Communications | 2012
Fort Valley State University

Skills

- Copywriting
- Copy Editing
- Creative Direction
- Creative Strategy
- Art Direction
- Design
- Team Management
- Productions
- Events
- Social Media
- Concepting
- Pitching
- Research
- AI Technology
- Public Relations
- Radio/TV