

## Contact

[www.linkedin.com/in/loganwroolie](https://www.linkedin.com/in/loganwroolie)  
(LinkedIn)  
[loganwroolie.com/](https://loganwroolie.com/) (Portfolio)

## Top Skills

Bubble.io  
Marketing  
Art Direction

## Certifications

Digital Marketing Circuit  
No-Code Developer

# Logan Wroolie

Founder @ TalkShop  
San Francisco Bay Area

## Summary

Combines a background in cross-functional product, growth and automated marketing with visual design and extensive experience with SaaS architecture, graphic design, web and mobile, and event marketing.

## Experience

### TalkShop

Founder  
September 2024 - Present (1 year 1 month)  
San Francisco, California, United States

### EcoNugenics, Inc.

5 years 2 months

### Sr. Marketing Director

January 2022 - August 2024 (2 years 8 months)  
San Francisco Bay Area

### Marketing Director

July 2019 - January 2022 (2 years 7 months)  
San Francisco Bay Area

### Iterable

Field Marketing | Demand Generation  
February 2019 - June 2019 (5 months)  
San Francisco Bay Area

### Miami Ad School

Art Director  
April 2018 - December 2018 (9 months)  
San Francisco, California

### Napa Valley Film Festival

2 years 7 months

**Senior Marketing Manager**  
December 2017 - November 2018 (1 year)  
Napa, California

**Marketing Manager**  
May 2016 - December 2017 (1 year 8 months)  
Napa, California

**Restoration Hardware**  
**Product Development**  
April 2015 - April 2016 (1 year 1 month)  
Corte Madera, California

**plyfe (plyfe.me)**  
**Marketing Intern**  
May 2013 - August 2013 (4 months)  
Greater New York City Area

**Sequential Brands Group**  
**Brand Marketing Intern**  
May 2013 - August 2013 (4 months)  
Greater New York City Area

**Zion & Zion**  
**Digital Marketing Intern**  
September 2012 - May 2013 (9 months)  
Tempe, Arizona

**Studio Trilogy**  
**Marketing Intern**  
May 2012 - September 2012 (5 months)  
San Francisco, California

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## Education

**University of San Francisco**  
Master of Science - MS, Entrepreneurship & Innovation · (August 2024 - July 2025)

**Miami Ad School-San Francisco**  
Art Direction · (2018 - 2020)

Arizona State University, W. P. Carey School of Business  
Bachelor of Applied Science (B.A.Sc.), Marketing · (2010 - 2014)

Arizona State University  
Bachelor of Arts (B.A.), Film and Media Production · (2010 - 2014)

St. Ignatius College Preparatory  
High School Diploma · (2006 - 2010)