

## 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.

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## 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)