

LOGAN BANCROFT

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EDUCATION

University of Central Florida, Orlando, FL
May 2027

Bachelor of Science in Business Administration, Marketing – Professional Selling Track

Achievements/Awards: Florida Bright Futures Medallion Scholarship, 2x Dean's List, National Society of Scholars

PROFESSIONAL EXPERIENCE

Marketing Intern

June 2026 – Present

H&H Group – Orlando, FL

- Support the creation of original social media content for H&H brands, averaging 35,200+ views on TikTok and Instagram
- Manage 40+ monthly UGC creator shipments while reviewing content and providing performance-focused feedback
- Conduct product-level competitive analyses across UGC content, evaluating top and low-performing creative within H&H and among competitors to identify trends and deliver actionable recommendations

Logistics Intern

June 2025 – December 2025

H&H Group – Orlando, FL

- Managed 3,000+ shipments across customers such as Amazon, Tik Tok, Shopify, AAFES, and CVS, overseeing each step from order creation to final delivery, ensuring accuracy, compliance, and on-time delivery
- Drove cross-functional communication to ensure accurate and efficient fulfillment process, tracking and reporting; recognized for streamlining and improving bill of lading tracking system
- Assumed full-time logistics responsibilities during staffing shortages, independently managed high-volume order fulfillment to sustain operational performance

PROFESSIONAL DEVELOPMENT

Delta Sigma Pi

November 2024 – February 2026

Co-Ed professional business fraternity focused on fostering professional skills, leadership, ethics, and service

Member

- One of 40 out of over 100 applicants selected through an 8-week competitive multi-step process

Vice President of Alumni Relations

November 2024 – May 2025

- Chosen as one of thirteen executive board members in a competitive election process in a fraternity of 100+ members
- Developed and launched a social media outreach program to increase alumni engagement; successfully engaged 60+ alumni within 4-month period, strengthened chapter-alumni relations, led to fundraising of \$1,000+ to support operations
- Integrated alumni events into chapter events, mentorship programs, and fundraising initiatives, creating a sense of community

Financial Knights Organization

May 2025 – December 2025

Student organization promoting financial literacy and career growth through workshops and competitions

Marketing Director

- Oversee and manage the organization's social media presence across multiple platforms to promote events, organizational initiatives, and member achievements
- Collaborate with executive members to align brand messaging, visual content, and outreach strategies to achieve defined goals

SKILLS

Software: Canva, NetSuite, TikTok Seller, Shopify, True Commerce, Amazon AWS, Microsoft 365, CapCut, Monday.com

Languages: English & Conversational Spanish