

LOGAN BANCROFT

Mobile: (817) 584-3008
Lo624693@ucf.edu
www.linkedin.com/in/logancbancroft

EDUCATION

University of Central Florida, Orlando, FL
May 2027

Bachelor of Science in Business Administration, Marketing

Achievements/Awards: Florida Bright Futures Medallion Scholarship, 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

Professional Selling Program

August 2026 – Present

Selective program providing hands-on sales training and career development

Member

- Selected following a rigorous application and three-step interview process evaluating professionalism and leadership skills
- Completing intensive professional development assignments and preparation designed to strengthen sales, communication, and career-readiness skills

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

SKILLS

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

Languages: English & Conversational Spanish