

Logan Palmer • Marketing Professional

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Portfolio: <https://loganpalmerportfolio.com>

Dynamic and data-driven marketing professional with a strong background in graphic design, user-centered research, advertising, and photography. Known for blending creative design expertise with data analysis skills to drive business results. Over three years of in-house experience working in graphic design and marketing, with additional knowledge in UX/UI design and psychology. Skilled at collaborating with cross-functional teams and external agencies to execute marketing strategies.

Experience

Graphic Designer and Marketing Assistant,

Dominican University of California • Marketing Department • San Rafael, CA (02/2023 - present)

- Created and managed print and digital assets for university-wide marketing campaigns, ensuring alignment with brand guidelines.
- Led UX projects, updating website components to reflect branding and improve user experience.
- Collaborated with cross-functional teams to create and distribute marketing materials across print, social media, email, and web platforms helping increase student admissions and brand awareness.
- Photographed various campus events, and helped orchestrate professional photo and video shoots with outside vendors to build a collection of asset materials for various advertising campaigns.

Graphic Designer, Doing Good Works • Promotional Branding • Irvine, CA (09/2022 - 01/2023)

- Developed branded merchandise mock-ups and created compelling presentations for the sales team.
- Contributed to the success of the sales and marketing teams by crafting impactful digital and print materials.
- Played a key role in aiding \$225,673.58 in sales through effective visual presentations

Bartender, Bear Moon Bar and Grill • South Lake Tahoe, CA (04/2021 - 06/2022)

- Worked in a high-energy, fast-paced environment, crafting a variety of drinks to meet and exceed customer expectations.
- Gained experience in customer interaction, sales, and time management, contributing to a positive atmosphere and repeat business.

Graphic Designer and marketing consultant, Logan Palmer Designs • Freelance • San Rafael, CA (12/2021 - 12/2022)

- Designed a variety of marketing materials, including logos, brochures, advertisements, and digital assets for clients in the Bay Area and Tahoe regions.
- Managed multiple projects simultaneously, meeting tight deadlines and maintaining high-quality work.
- Assisted clients in increasing brand awareness, website traffic, and customer engagement through innovative design and marketing strategies.

Education

Dominican University of California • San Rafael, CA

- Bachelor of Arts:
Graphic Art and Design (05/2020)
Psychology (05/2021)
Activities: Torch Leadership Program

UC Berkeley Extension • Berkeley, CA

- UX/UI Bootcamp (09/2022-04/2023)

Skills

- Digital Skills: Microsoft Office, Google Workplace, Figma, and Adobe Creative Cloud Applications consisting of Photoshop, Illustrator, InDesign, Premiere Pro, Audition, and Lightroom.
- Marketing Skills: Brand development, UX design, data analysis, creative presentations, photography.
- Soft Skills: Strong communication, time management, creative thinking, problem-solving, adaptability.
- Certifications: Part 107 Drone Operating License (08/2022).