

Logan Wilson

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SKILLS

Design principles | Lines • Color • Shape • Space • Texture • Typography • Scale • Emphasis • Harmony

Front end development | HTML • CSS • JavaScript

UI/UX design | Figma • Sketch

Adobe Creative Cloud | Photoshop • Illustrator • Premiere Pro • After Effects • InDesign • Acrobat Pro

Ideation | Research • Development • Evaluation • Application

Branding | Logos • Color Theory • Typography • Illustration • Photography

EXPERIENCE

ARBOR EYECARE | **Adobe Creative Cloud, Marketing Strategy Development**

Social Media Manager, Lead Graphic Designer | Jan 2022 - Present, Snoqualmie, WA

Created & developed marketing plan to increase customer satisfaction and increase online awareness.

- Directed social media growth and management, emphasizing analytics, content strategy, and channel optimization for enhanced engagement.
- Developed image/video content across Instagram & Facebook, Automated posting schedule with Hootsuite.
- Achieved a 210% increase in website traffic within the initial three months of social media management when compared to the preceding period.
- Additionally, created a 271% increase in website sessions during the same period, indicating a higher frequency of repeated visits and sustained user interest.

Implemented traditional marketing campaign for optical department resulting in 30% increased sales.

- Implemented a successful campaign at Arbor Eyecare, creating impactful traditional advertising materials, and strategically running Facebook and Instagram ads, resulting in a remarkable 30% increase in optical sales for November 2023 compared to the previous year's campaign.
- Executed targeted advertising strategies tailored to the optical department's unique selling points, resulting in a significant boost in sales.

Transition to short form video content to keep up with trends.

- Spearheaded the shift towards short-form video content on social media platforms, ensuring the brand's relevance in a dynamic online landscape.
- Collaborated with influencers and creators to produce engaging short-form videos that resonated with the target audience.

Introduced Hootsuite, an automated posting/ ad management system to maximize account consistency.

- Implemented Hootsuite to streamline social media management, ensuring consistent posting schedules and optimizing ad placements.
- Trained team members on Hootsuite functionalities, enhancing overall workflow efficiency.
- Utilized Hootsuite analytics to refine content strategy, resulting in a more targeted and effective online presence.

Experiments altogether generated more than \$100k+ incremental revenue for Arbor Eyecare and played a pivotal role in achieving annual team goal.

RPSTRENGTH | **Adobe Creative Cloud, Multi-Project Management, Procreate**

Graphic Designer | 2023 - 6 Month Contract, Remote

- Collaborated on a series of 7 different Health & Fitness ebooks for Dr. Mike Israetel.
- Successfully published and advertised the fitness ebooks on the @rpstrength Instagram account with a substantial following of 650k+.

EDUCATION

WASHINGTON STATE UNIVERSITY

Bachelor of Arts in Digital

Technology & Culture | Pullman, WA

GPA: 3.7

COURSEWORK

2D + 3D Animation

Graphic Design

Social Media + SEO

Storytelling

Digital Cinema

Digital Humanities

Game Design

Web Design + Development

PORTFOLIO

loganw1lson.github.io/loganw1lson

CERTIFICATIONS

Graphic Design Certificate | WSU, 2023

Game Studies & Design Certificate | WSU, 2023

INTERESTS

Traveling • Fitness • Nutrition • Food • Self-improvement • Japanese Language Learning