

# Hi! I'm Logan Turner (She/Her)



I'm Logan Turner — designer, strategist, and storyteller —

I combine design, storytelling, marketing, and strategy to create experiences that inform, engage, and inspire. From brand identity and multimedia content to social media campaigns, email communications, and integrated marketing initiatives, I focus on delivering work that is clear, meaningful, and impactful. Every project blends creativity with purpose, helping organizations connect with their audiences while amplifying ideas, messages, and stories that matter.



## Education

**Bachelors of Graphic Design**  
SUNY Oswego | Oswego, NY  
2016 - 2020

**Bachelors of Marketing**  
SUNY Oswego | Oswego, NY  
2016 - 2020

## Skills/Program Expertise

- Brand identity & graphic design
- Integrated marketing strategy
- Social media & email campaign management
- On-brand copywriting & content development
- Editorial calendar & workflow management
- Creative direction & visual storytelling
- Campaign analytics & optimization
- Cross-functional project coordination
- Community-centered communication
- **Design Software:** Adobe Creative Suite, Adobe Express, Canva, Figma, Keynote, Procreate
- **Content Management:** Campaign Monitor, Drupal, Hubspot, Squarespace, Wix, Wordpress
- **Data Storage:** Basecamp, Dropbox, Google Drive, S3 Management, Sharepoint
- **Cloud Collaboraton Services:** Airtable, Asana, GoVisually, Moday, Trello, Wrike
- **Social Media:** Behance, Dribbble, Facebook, Instagram, LinkedIn, Meta, Sprout Social, Twitter

## Experience

### Marketing Coordinator

**Campus Auxiliary Services at SUNY Geneseo**  
Geneseo, NY | 2024 – Present

**Core Focus:** Integrated Marketing, Content Strategy, Creative Production

- **Market Insights & Trend Analysis** — Conduct research on student behavior, competitor offerings, and emerging trends; turn findings into actionable marketing strategies.
- **Content & Communications Strategy** — Create and publish cohesive, brand-aligned content across social media, email, web, and print; support multi-channel campaigns and digital advertising.
- **Creative & Cross-Team Collaboration** — Produce photography and videography, design promotional materials, contribute to event initiatives, and partner with campus teams to execute unified campaigns.

### Freelance Creative Strategist & Designer

**Logan Turner Design LLC**  
2019 – Present

**Core Focus:** Brand Identity, Creative Direction, Full-Stack Content & Design

- **Brand Identity & Visual Systems** — Lead visual identity development, brand refreshes, and design systems including logos, color palettes, typography, and illustration styles.
- **Digital, Print & Long-Form Design** — Design social media creative, digital ads, one-pagers, pricing sheets, case studies, e-books, reports, and other long-form marketing content.
- **Web, Content & Creative Support** — Create web and email/blog layouts, restructure and rebrand marketing materials during mergers/migrations, develop data visualizations, produce custom illustrations, and create branded photography presets.

### Senior Graphic Designer

**GiveGab → Bonterra**  
Remote | 2021 – 2023

**Core Focus:** Visual Systems, Rebranding, Product & Marketing Design

- **Large-Scale Rebranding & Design Systems** — Led major rebrand efforts including redesigning 300+ assets across 6+ legacy brands; executed cross-brand consolidation and refinement.
- **Multichannel Marketing & Product Design** — Created digital/print collateral, sales enablement assets, Giving Day branding, web pages, e-books, reports, and social media design systems.
- **Cross-Functional Collaboration & Leadership** — Directed illustration style, advised stakeholders on design strategy, mentored designers, and partnered across teams to deliver consistent, on-brand design solutions.