

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



## As a passionate and holistic designer and marketer,

Passionate and holistic designer and marketer with a strong background in branding, marketing strategy, and creative direction. Adept at transforming ideas into impactful visual and digital experiences through design, storytelling, and engagement. A highly adaptable professional with experience across multiple industries, excelling in collaboration, project management, and cross-functional teamwork.



## 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: design, development, and implementation
- Social media design, development, and management (paid and organic)
- Funnel-down sales design and development
- Web design, development, management, and reconstruction (HTML, CSS)
- Illustration (vector, digital, brand, infographic, print)
- Content layout and long-form design
- Content migration
- Design and communications strategy development and implementation
- Marketing analytics (digital, product, research)
- Photography (product, staged, event)
- Event planning and management
- Cross-team collaboration
- Research and development
- Strong creative process
- Strong communication and interpersonal skills
- Project management
- Design Software:** Adobe Creative Suite, Adobe Express, Canva, Figma, Keynote, Procreate
- Content Management:** Hubspot, Squarespace, Wix, Wordpress, Drupal
- Data Storage:** Basecamp, Dropbox, Google Drive, S3 Management, Sharepoint
- Cloud Collaboration Services:** Airtable, Asana, GoVisually, Moday, Trello, Wrike
- Social Media:** Behance, Dribbble, Facebook, Instagram, LinkedIn, 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.