

CONTACT

W. logannolin.com
E. logan.nolin@icloud.com

EDUCATION

UNIVERSITY OF WESTMINSTER

Bachelor of Arts (Honours)
Marketing Communications, 2013
*Achievement: First Place in UK's first
Coca-Cola Digital Hackathon*

SOFTWARE

Adobe Creative Suite
(InDesign, Photoshop, Illustrator)
Final Cut Pro
Google Analytics
Keynote
Microsoft Office Suite
Sketch
Wordpress

SKILLS

Art Direction
Branding
Communications
Event Planning
Graphic Design
Interior Design
Marketing
Musical Composition
Photography
Project Management
Recruiting
Social Media
Writing

EXPERIENCE

CREATIVE & SOCIAL PROGRAM MANAGER, TALENT ACQUISITION

John Deere — *Fortune 100 tech company*
May 2019 - current

- Leading the transformation of the summer intern conference (600 interns) from a basic conference to an experiential event. (*This was postponed to 2022 due to the global COVID-19 pandemic.*)
- Launching a recruitment marketing engagement initiative. Highlight: Engagement on LinkedIn skyrocketed with posts receiving thousands of engagements and one video receiving over 100k views.
- Member of core committee responsible for converting in-person intern program to 100% virtual in 2020 and 2021. The 2020 intern program's engagement score was 14% higher than previous years.
- Produces social content for recruitment marketing channels. Highlight: One stop motion piece ranked top 5 for organic views and engagement on Instagram for 2019.
- Manages requests, produces, and delivers hundreds of ad-hoc projects across multiple departments.
- Creates social guidelines and training for recruiting team to use for external communications, resulting in increased attendance at recruiting events.
- Co-founder of Project Joy, an initiative that creates spontaneous moments of joy and installations across John Deere facilities.

ART DIRECTOR

SRW Agency — *Advertising agency, specializing in health-conscious CPG brands*
August 2018 - March 2019

- Lead art direction on four primary CPG accounts.
- Ideated, pitched, and produced regularly top-performing social content monthly (including videos, and GIFs).
- Moved from reactively producing content to creating an inventory for clients; producing content three months in advance.
- Organized, styled, and led art direction for on-site and off-site photo shoots.
- Collaborated with creative team on several client rebranding projects.

ART DIRECTOR

Curiosity — *Digital media company, specializing in educational content*
February 2016 - August 2018

- Managed a three-person creative team in producing hundreds of graphics every month.
- Produced content that was circulated to an audience of 5 million monthly web and app users, 1 million email subscribers, and 30 million organic social reach.
- Identified opportunities and implement processes to strengthen brand identity and production efficiency.
- Overhauled graphics and email template to showcase a more sophisticated aesthetic and increase shareability and reach, resulting in a 18% email open rate.
- Collaborated with all departments to produce custom presentations and proposals for Fortune 500 companies. More than 125 proposals were produced in 2017.
- Designed / sourced store merch to support the 2017 holiday campaign, resulting in a 250% increase in sales.

COMMUNICATIONS DESIGNER

Russell — *Award-winning construction and professional services firm*
April 2015 - February 2016

- Provided design, strategic, and communication services to support the pursuit of multi-million dollar projects.
- Designed and executed the marketing / branding for Birchwood Fields Learning Center (a new venture), resulting in sold-out bookings for the first three months.
- Transformed social media efforts, resulting in a 55% increase in engagement.
- Organized special events, photography / videography, and produced presentation, proposals, and collateral.