



LOGAN NORRIS

Marketing Specialist | Graphic Designer

Education

Iowa State University

Bachelor's in Graphic Design - Cum Laude distinction

Ames, IA

May 2023

Professional Experience

Superstorm Restoration

Marketing Specialist - Fulltime

Urbandale, IA

May 2023 - Present

- Responsible for developing, implementing, and tracking marketing programs such as email, social media, print, or digital for the organization, and ensure brand guidelines are met
- Collaborate with the marketing team and support the marketing strategies developed by the marketing manager and senior leadership
- Conduct market research and analyze trends to identify new marketing opportunities
- Gather and create content through various mediums which includes but is not limited to video and photo editing, graphic design, web design, and copywriting

Iowa State University - College of Agriculture & Life Sciences

Graphic Designer/Web Designer - Internship

Ames, IA

February 2022 - May 2023

- Designed flyers and assisted with the design process of murals and posters
- Followed ISU's branding and marketing guidelines when creating design content
- Collaborated with ISU's marketing and advertising team to develop various mediums of designs that were aimed toward the university and its affiliates

Iowa State University - Iowa Nutrient Research Center

Graphic Designer/Web Designer, Photographer & Videographer - Internship

Ames, IA

March 2022 - May 2023

- Designed flyers/brochures for different events or topics, such as seminars which were handed out to faculty and advertised on the web
- Worked with the front-end and back-end system/content management systems to produce and organize multiple webpages
- Photographed/filmed researchers and lab workers to be used in research videos and articles, which were posted on the website and other social media platforms
- Used different applications for editing photos and videos to produce professional quality work

Leadership & Licenses

Delta Tau Delta Fraternity - Gamma Pi Chapter

Vice President of Recruitment

Ames, IA

January 2021 - January 2022

- Directed a recruitment team to lead tours and interact with the largest class of 45 new members within Iowa State Chapters
- Marketed the recruitment on social media and facilitated a summer recruitment event for incoming college students

Delta Tau Delta Fraternity - Gamma Pi Chapter

Apparel Chair Director

Ames, IA

November 2019 - January 2021

- Designed the apparel of the chapter for various events and philanthropy services
- Sold and distributed over \$3000 worth of apparel to a 150-member chapter

Federal Aviation Administration

UAG Remote Pilot License

July 2023 - July 2025

Interest

Photography | Traveling | Sports | Disc Golf | Fishing & Hunting

Personal Info

Phone:

515-612-4982

Email:

lgnorris2@gmail.com

Address:

6843 NW Trail Ridge Dr.
Johnston, IA, 50131

Website:

<https://logannorrisgraphics.com>

Technical Skills

Photoshop

InDesign

Illustrator

Lightroom

Adobe XD

Premiere Pro

Microsoft Office

Meta Ads

Google Ads/Analytics

Soft Skills

Creative

Great Communicator

Great Listener

Problem Solver

Leader

Passionate