

LOGAN ARMSTRONG



EXECUTIVE SUMMARY

I am a strong-willed and persevering individual who enjoys facing new challenges. I find a way to focus on the 'big picture' ideas as well as having an eye for detail. I'm comfortable learning based off of visual teaching, but learn the best from hands-on experience, and I enjoy meeting and getting to know new people on a frequent basis.

ACADEMIC BACKGROUND

Oklahoma State University

Dates Attended:

August 2015 - May 2020

Bachelor of Science in Business

Administration: **Marketing**

Bachelor of Science in Business

Administration: **International Business**

Tulsa Community College

Dates Attended:

August 2015 - May 2019

Associate in Science: **Enterprise Development**

Associate in Science: **Business Administration**

CORE SKILLS

- Working proficiency in Microsoft Office (Word, Excel, PowerPoint, Access)
- Experience in sales and developing marketing strategies
- Certified in Google Ads
- Hubspot Inbound marketing certified

CONTACT DETAILS

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Broken Arrow, OK 74011
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WORK EXPERIENCE

Director of Sales and Marketing

ACME Environmental | February 2020-present

- Develop and implement marketing strategies for the expansion of SEO and additional online presence
- Design and maintain website content additions and layout organization
- Practice inbound marketing through the use of blog writing and web development
- Oversee all marketing ventures for both Tulsa and OKC locations
- Creative oversight in new product development and implementation
- Develop, write, and design email campaigns and newsletters
- Develop/maintain all social media efforts (LinkedIn and Facebook)
- Create yearly marketing strategies and budgets for advertising and products

Spokesperson/Advertising and Promotions Advisor

Armstrong Hearing Aid Center | June 2013-Present

- Spokesperson for advertisements (television, digital, newspaper, billboards)
- Develop advertisements and promotions with the Director of Marketing
- Work in email campaign development and advising for social media (Facebook)

Marketing Advisor

Freelance | February 2021-Present

- PPC/SEO/Social Media development and recommendations

ORGANIZATIONS

Spill Control Association of America

- Communications/Marketing Committee Chair November 2020 - Present
- Future Environmental Leaders (FEL) Committee November 2020 - Present

Sigma Alpha Epsilon Fraternity

- Pledge Class Vice President August 2015 - August 2016
- Member August 2015 - May 2020

American Marketing Association

- Member January 2018 - May 2020

OSU German Club

- Member August 2018 - May 2020

Advertising Club

- Member April 2019 - May 2020