

# Logan Mitchell

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## SUMMARY

Currently pursuing a B.A. in Communications, specializing in digital marketing channels and AI-driven content creation. Enthusiastic about leveraging technology to innovate marketing strategies. Gained practical experience through academic projects and collaborative efforts, contributing creatively to various campaigns. Passionate about enhancing customer engagement via data-driven insights and cross-functional teamwork.

## EDUCATION

### Bachelor's Degree in Communications

University of Chicago 🎓 GPA: 3.7 📅 2024 📍 Chicago, IL

**Coursework:** Digital Marketing, Content Strategy, Communication Theory, Media Production

## TECHNICAL SKILLS

- **Digital Marketing Tools:** Canva, HubSpot, Hootsuite
- **Project Management Tools:** Trello, Asana, JIRA
- **Analytics Software:** Google Analytics, SEMrush, Tableau
- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, Filmora
- **Communication Tools:** Slack, Zoom, Microsoft Teams
- **Programming Languages:** Python, HTML, CSS
- **Content Management Systems:** WordPress, Joomla, Wix
- **Email Marketing Platforms:** Mailchimp, Constant Contact, SendinBlue
- **Research Tools:** Qualtrics, SurveyMonkey, Typeform
- **SEO Tools:** Moz, Ahrefs, Yoast

## SKILLS

- |                       |                 |                   |                     |
|-----------------------|-----------------|-------------------|---------------------|
| • Content Creation    | • Data Analysis | • Research        | • Brand Development |
| • Video Production    | • AI Tools      | • Communication   | • Graphic Design    |
| • Digital Marketing   | • Social Media  | • SEO Strategies  | • HTML              |
| • Campaign Management | • Collaboration | • Email Marketing | • Python            |

## EXPERIENCE

### Marketing Intern

Chicago Marketing Agency 📅 June 2023 - Present 📍 Chicago, IL

Engaged in hands-on marketing internships focusing on content creation and campaign support. Collaborated with teams to execute vibrant marketing initiatives and workflows powered by AI.

- Created compelling digital content for multiple marketing platforms.
- Collaborated with diverse teams on engaging environmental research initiatives.
- Assisted in developing strategies based on emerging marketing technologies.
- Contributed to execution plans aiming at maximizing audience reach.

### Digital Content Creator

Freelance 📅 January 2023 - May 2023 📍 Chicago, IL

Produced digital video content for local businesses, utilizing advanced editing tools and creative storytelling techniques. Focused on content aligned with client goals.

- Crafted high-quality video projects tailored to client branding.
- Managed project timelines effectively while balancing multiple assignments.
- Provided strategic input on improving social media presence.
- Introduced innovative approaches to content that enhanced engagement.

### Research Assistant

University of Chicago 📅 September 2022 - December 2022 📍 Chicago, IL

Supported natural language processing studies aimed at understanding audience behavior in digital spaces. Emphasized collaboration across academic disciplines.

- Conducted comprehensive research on market trends and data analytics.
- Participated in academic discussions to enhance team outcomes.
- Integrated findings into actionable marketing recommendations.
- Engaged peers in brainstorming sessions, promoting new ideas.

## PROJECTS

### Social Media Campaign 📅 March 2023

Developed a social media campaign highlighting digital communication practices through targeted messaging and visual storytelling strategies.

### Emerging Technologies Research 📅 May 2023

Explored innovative AI-driven marketing tools and how they impact client outreach and audience engagement.

## LEADERSHIP & AWARDS

- Received the University Excellence Award for outstanding performance in digital marketing courses.
- Recognized as 'Best Team Player' during an academic group project in Communications.

## CERTIFICATIONS

- Google Analytics Certification 📅 2023
- Fundamentals of Digital Marketing 📅 2023

## PROFESSIONAL AFFILIATIONS

- Member of the University of Chicago Marketing Society, fostering teamwork and strategy development.
- Volunteer at local non-profit, utilizing communication skills to enhance their digital presence.

## LANGUAGES

- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST