

LOGAN T. CHAPMAN

logantchapman@gmail.com
402.450.0435
www.logantchapman.com

I am a digital marketer with the trifecta: marketing strategy, creative direction, and design. I enjoy coffee, new trends, branding evolution, and modern design. Finding creative solutions to make life better brings me great joy.

EXPERIENCE

Digital Media & Advertising Manager

TF Cornerstone
New York City, NY
November 2020 - Present

- Develop and execute marketing strategies that attract low-income and luxury apartment seekers across NYC including responding to COVID-19 rental market volatility
- Planned and executed data-driven media buys in and around NYC including subway, OOH, and print with improved tracking and A/B testing
- Managed agency and internal teams for creative execution, PPC, and social advertising for up to three campaigns with different audiences and goals.
- Establish new SEO strategy and improved keyword rankings by over 150% in 3 months
- Oversee multi-year campaign and annual budgets landing under budget and on time.
- Stepped in when needed for creative development, large installations, and marketing presentations

Digital Marketing & Design Consultant

Self Employed - Freelance
New York City, NY
January 2018 - Present

- Art direct, manage, and create myriad creative assets for clients including logos, brand guidelines, social images and video, and print collateral
- Create documents for the leadership team to have access to the website and social analytics
- Execute and manage digital strategy for email marketing, social media, and web; including social advertising, Search Engine Marketing (SEM/PPC), and Search Engine Optimization (SEO)
- Build and manage websites on Squarespace and WordPress

Graphic Designer

Solomon Page
New York City, NY
Part-Time: February - August 2020

- Design new imagery and layouts for print advertisements, social media, email, and digital channels
- Update graphics and typography in presentations and sell-sheets following brand guidelines
- Create new templates for future imagery, email, and print needs
- Develop and expand brand guidelines for company divisions in print, digital, and social

Digital Marketing Manager

Shirley Ryan AbilityLab

Chicago, IL

November 2014 - January 2020

- Partnered with a world-class digital agency during a two-year website build including digital signage
- Provided creative direction, UI/UX strategy, and represented critical stakeholders for a new website
- Updated website via Drupal and collaborate with hospital stakeholders to define website and signage solutions that work for their audiences
- Manage SEM agency on strategy for regional, national, and international campaigns resulting in online referrals increasing from 0 to 200+ per year
- Represented brand at 2018 client panel hosted at Google Chicago for SEM agency summit; sharing impact Google's SEM tools have had on our business
- Apply knowledge from SEM, SEO, analytics, and other internal data to define future strategies targeting patients, doctors, and referral partners in new, growing markets
- Manage web development agency to prioritize evolution, maintenance, and new digital initiatives
- Design, execute, and A/B test email marketing campaigns
- Design presentations for executive leadership, including CEO, for national and international use
- Lead creative direction for annual employee celebration; define and plan theme, room decor, employee honoree creative, and layout event space
- Represent hospital at international conferences by hosting trade show booth and showcasing latest research with potential referrers, clinicians, and researchers
- Assist with branding decisions, creative direction, and advertising strategy through hospital re-brand transition, execution, and beyond

Quality Assurance for Front End Development

Firespring

Lincoln, NE

May 2012 - November 2014

- Tested web design templates and assured cross-browser compatibility and design cohesion
- Incorporated customer wants and needs to ensure new web designs were the best fit for clients
- Managed, organized, and built out client content into Firespring's proprietary CMS
- Designed and implemented email-marketing stationeries using Photoshop and basic HTML
- Assisted clients with website modifications and content management virtually and over the phone
- Suggested and executed improvements, based on analytics and current content, to client's websites to improve their content, SEO, and online footprint

EDUCATION

B.S. in Business Administration

Marketing + Advertising emphasis

University of Nebraska - Lincoln

PROFESSIONAL SKILLS

- Project and Agency Management
- Marketing Strategy and Art Direction
- Google Analytics, Ads, and DataStudio
- Adobe CC including InDesign, Illustrator, Photoshop
- Presentation Design
- Content Management