

Logan Michael Davis
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SUMMARY

Dynamic marketing professional with an MBA in Marketing from Freed-Hardeman University and ongoing professional development with industry leaders like Target Internet and Vinh Giang. Proficient in social media management, data analytics, SEO, Google Ads, consumer behavior analysis, email marketing, digital strategy, and content marketing. Skilled in using tools such as Google Analytics 4 (GA4), Zappier, HubSpot, Salesforce, Go High-Level, and Microsoft Office suite (Excel, PowerPoint). Excel in collaborative environments and seek roles emphasizing behind-the-scenes contributions. Passionate about leveraging academic knowledge, practical skills, and continuous learning to drive marketing success with measurable results.

EDUCATION

Freed-Hardeman University, Henderson TN
Bachelor of Business Administration, B.B.A. in Marketing
Graduated: May 2022
Honors: Cum Laude GPA-3.58, Deans and Presidents List

Freed-Hardeman University, Henderson TN
Master of Business Administration in Marketing M.B.A.
Graduated: May 2022
GPA- 4.0

HONORS/AWARDS

Mid-South Conference Champion of Character 2022
Academic All Mid-South Conference 2020-2022

PROFESSIONAL EXPERIENCE

Semmax Financial Group Marketing Specialist May 2024- August 2024

- Revamped marketing touchpoints with prospects, including email, text, and letterhead communications, resulting in improved retention rates for scheduled visits.
- Developed and implemented an organic content strategy to enhance engagement across social media platforms including Facebook, Instagram, YouTube, and podcast channels.
- Conducted detailed performance analysis of marketing campaigns, identifying key metrics and insights to optimize future marketing efforts.
- Organized and executed events, such as "Shred and Breakfast," Dinner Seminars, and Educational Workshops, successfully scheduling initial financial consultations for advisors.

97 Display Digital Marketing Specialist July 2022- August 2023

- Collaborate with cross-functional teams to design and launch innovative products that meet the needs of the market and drive business success.
- Utilize email marketing campaigns to effectively promote and drive sales of Business-to-Business products, with an increase of 20% response rate resulting in increased revenue.
- Identify opportunities for market advancement and provide insights for product enhancements, contributing to the growth and development of the company.
- Engage with clients by providing relevant and informative content, assisting in their education and building lasting relationships, resulting in increased customer retention.
- Develop and execute creative programs for corporate partnerships and sponsorships, fostering strategic collaborations that drive business growth and increase brand awareness.

Younger Marketing Research Survey Trip, Jackson TN October 2021

- Contributed to a valuable research initiative aimed at understanding the factors preventing locals from returning to the workforce in South-West Mississippi post pandemic.
- Collaborate with local residents to gather insights about their job preferences, facilitating a deeper understanding of their needs and preferences, and conducting effective surveys and interviews.
- Conducted target sampling across various cities to collect relevant data, learning to engage with consumers effectively and provide a positive experience while gathering raw data.

Freed-Hardeman Work-Study

August 2020- May 2022

- Designed and created promotional materials, including flyers and social media posts, to advertise upcoming events and student activities.
- Successfully organized and executed a variety of campus events, enhancing student engagement and excitement.
- Created and managed the ticketing landing page for major events such as the “Making Music” event, handled cash transactions, and ensured early access VIP attendees had accurate seating arrangements.
- Conducted surveys and research to identify student preferences for activities, ensuring tailored programming throughout the academic year.

SKILL SET

- Microsoft (Office, Excel, PowerPoint)
- Email Marketing
- HubSpot
- Salesforce
- Zappier
- Data Analytics
- Brand Management
- ROI Analysis
- A/B Testing
- Cognitive Marketing/ AI Marketing
- Competitive Analysis
- Customer Segmentation
- Social Media Marketing
- Event Marketing
- Lead Generation
- RedTail software
- Marketing Automations
- Leadership
- Click-Up project management software
- Market Research
- Consumer Behavior
- Search Engine Optimization (SEO)
- Google Ads
- Google Analytics 4 (GA4)
- Go High Level