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

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, 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.

SKILL SET

- Microsoft (Office, Excel, PowerPoint)
- Email Marketing
- HubSpot
- Salesforce
- Zappier
- Data Analytics
- Brand Management
- ROI Analysis
- A/B Testing
- Competitive Analysis
- Customer Segmentation
- Conversion Rate Optimization
- Event Marketing
- Lead Generation
- Inbound Marketing
- Marketing Automations
- Leadership
- Content Creation
- Market Research
- Consumer Behavior
- Search Engine Optimization (SEO)
- Google Ads
- Google Analytics 4 (GA4)
- Go High Level