

# LOGAN THOMAS

B U S I N E S S M A R K E T I N G



## PROFILE

---

I am a qualified and professional videographer with a degree in Business Marketing. Logan's Lens is a video marketing company I created this past year to assist communities, teams, and brands in telling their story. The field of marketing is constantly evolving, but what sets me apart from others is my deep understanding of brand identity and personality. With these skills, I create content that captures the uniqueness of each brand.

## EXPERIENCE

---

### VIDEO MARKETING INTERN

FDI Alliance International

2023 - Present

- Utilized Final Cut Pro to create a series of videos promoting the company.
- Created and published content to social media outlets.
- Skills gained: establishing brand identity and creating a brand image.

### DIGITAL MARKETING INTERN

Interapt


2020 - 2021


- Worked closely with management to prioritize business and informational needs. Researched industry competitor trends to maintain business relevance.
- Skills gained: website creation, consumer mindset, and applying social media creation towards different demographics.

## PROJECTS

---

In the process of growing Logan's Lens, I have partnered with several brands to gain experience in the field. A few of the brands include: Kentucky Association for Economic Development, Site Link Forum, Kentucky Technology Student Association, Columbia Kentucky Economic Development Association, Steel Mill and Co. Boutique, and Transylvania University Men's Lacrosse Team. All videos showcased on [www.loganslens.com](http://www.loganslens.com)

 502-320-8013

 [loganthomas344@gmail.com](mailto:loganthomas344@gmail.com)

 Lexington, Kentucky

 [loganslens.com](http://loganslens.com)

## SKILLS

---

- Videography
- Final Cut Pro Editing
- Content Creation
- Social Media
- Problem-Solving
- Strong Communication
- Writing
- Multitasking
- Project Management

## EDUCATION

---

### TRANSYLVANIA UNIVERSITY

Bachelor's in Business Marketing

2020 - 2024

### WESTERN HILLS HIGH SCHOOL

Diploma

2016 - 2020