

# logan w. stephens

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## EDUCATION

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### Kennesaw State University

Bachelors of Fine Arts concentrated in Graphic Communications

## INVOLVEMENT

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### TEAM HUNGRY, INC. Co-Founder, Chief Brand Officer

- Provide strategic and creative expertise to maintain alignment
- Collaborate with members and community leaders to meet goals
- Mentor high school students to help them become all they were created to be

## ADDITIONAL TRAINING

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### CHICK-FIL-A FELLOW

- Year-long program consisting of monthly leadership courses and bi-weekly meetings with Chick-fil-A Support Center mentors
- Exposure to industry experts nation-wide in brand and marketing strategy
- Participation in Disney Institute gaining an understanding of the Walt Disney Company approaches brand and customer experience

## SOFTWARE SKILLS

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- InDesign
- Microsoft
- Illustrator
- Keynote
- Photoshop

## EXPERIENCE

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### FREELANCE CONTRACTOR | Graphic Designer Aug 2018 - Current

- Developed brand and identity standards for varying industries
- Utilize design-thinking, insights, data, and intuition to maximize return
- Effectively manage clients and timelines to meet specific needs
- Provide insight-driven expertise in development of internal and external communications and promotional strategies
- Design digital and print marketing materials including booklets, ads, flyers, billboards, social media ads, banners, business cards, letter heads, etc.

### ADDO, WORLDWIDE | Contractor Aug 2018 - Current

- Empathize with and inspire Chick-fil-A Operators, educators, and students to maintain brand affinity and program health of Chick-fil-A Leader Academy
- Manage creative deliverables across all programs, products, and experiences for a variety of customers, markets, and industries
- Guide development decisions to be on-brand for companies including Wellstar, Atlanta Braves, Baltimore Ravens, CenterState Bank, SISBAN, and Chick-fil-A
- Craft strategic brand point-of-view documents for internal and external stakeholders

### DESIGN MIND CONSULTING | Contractor Dec 2019 - July 2020

- Facilitate week-long brand immersion workshops with at-risk client companies
- Execute competitor analysis to establish advantages, disadvantages, and brainstorm ways to set the client company apart
- Lead an in-depth brand analysis to determine if the brand is appropriately positioned to reach the target market within the given industry
- Provide turn-key suggestions and deliverables to improve the companies culture, marketing, brand, efficiency, ROI, etc.

### CHICK-FIL-A FOUNDATION | Intern May 2018 - Aug 2018

- Assisted in managing programs and partnerships such as Junior Achievement, Chick-fil-A Leader Academy, Remarkable Futures Scholarships, Chick-fil-A Scholars, and Employee Volunteerism
- Conducted interviews with Operators, Team Members, partners, and customers to capture stories and record data about the brand
- Designed materials to establish clear communication between Chick-fil-A Foundation, Operators, and partner organizations
- Designed marketing materials for use in Chick-fil-A Restaurants nation-wide while maintaining the brand integrity and visual identity standards
- Led a team of 20+ employees and volunteers to host company-wide corporate celebrations and events

### CHICK-FIL-A RESTAURANT | Marketing Team Leader 2014 - 2016

- Gained knowledge of Restaurant processes and employee roles
- Concepting and executing local-level marketing strategies to increase sales
- Maintained partnerships with community leaders to generate brand affinity
- Facilitated hospitality training for new hires to ensure brand alignment and exceptional customer experience