

Logan Fielding

Video Production & Marketing

Website: loganfieldingproduction.com

LinkedIn: [linkedin.com/in/logan-fielding](https://www.linkedin.com/in/logan-fielding)

PROFILE

A creative, self-motivated team player with over five years of progressive experience and proven success in multimedia production. A continual learner with extensive interpersonal skills always seeking to expand role and responsibility.

Seeking to utilize extensive multimedia production skills including videography, photography, graphic design, copywriting, and website design.

PROFESSIONAL EXPERIENCE

Morgan Olson, Sturgis, MI — Marketing Associate

January 2020 - Current

Support the development and deployment of marketing strategies and plans for a \$500m delivery work truck manufacturing company and its \$2.1B owner company. Adept in creating marketing content with a focus on in-house production of marketing content for websites, recruitment, customer relationship management, training videos, and social media.

- Strong focus on in-house production of sales, marketing, & HR recruitment collaterals including
 - Video productions
 - Product photography
 - Sales literature
 - Digital and print graphics & advertising
 - Every Door Delivery Mailers (EDDM)
- Assist with organizing and executing promotional events including trade shows, press events, and customer appreciation events.
- Execute digital marketing strategy including website management & development, SEO & keyword analytics, push-pull marketing, and social media content.

WPTA21, Fort Wayne IN — News Producer

March 2018 - January 2020

Collaborate with the news team to plan and execute daily live news broadcasts in a 260,000 viewer market. Responsible for the creation of deployment of original news stories, story writing and curation, video & audio editing with Avid Media Composer, coordinating live camera and breaking news coverage, and ensuring the accuracy and timeliness of on-air content in a high pace environment.

WANE-TV, Fort Wayne, IN — Production Assistant

February 2016 - March 2018

Operate audio, graphics, & video production equipment in the execution of live news broadcasts.

EDUCATION

Western Michigan University — 2015

B.A - Film, Video, and Media Studies

B.B.A - Telecommunications Information Management.

- GPA: 3.38
- Dean's List (6 semesters)
- Resident Assistant (1 year)

260 John Street
Sturgis, MI 49091

(517) 677-6279

lfielding64@gmail.com

SKILLS

Video Production

Graphic Design

Adobe CC Software
(Photoshop, Premiere,
InDesign)

Trade Show Management

Copywriting

PROJECTS

Tech Tip Maintenance Video Library - Collection of more than 14 product maintenance videos at Morgan Olson's Parts website

NTEA Work Truck Week Trade Show (2020-2023)
Assisted in trade show management for North America's largest work truck event

JB. Poindexter & Co. Logo Redesign Finalist Design
Brand logo redesign selected as a finalist for an internal rebranding contest

Independent Videography (2016 - Current)
Script, produce, & edit video content for weddings, and high school & college sports

REFERENCES

Kenn Klein
Marketing &
Communications Director
Morgan Olson
269-689-5704

Andrew Oberc
Warranty Manager
Morgan Olson
(269) 503-4135

Ben Cole
Web Store Admin
Morgan Olson
269-659-0274