

Logan Powers

LMPowers.com • (919) 608 - 8497
lmpowers13@gmail.com

Creative communications professional specializing in visual storytelling, marketing content, and live entertainment.

WORK EXPERIENCE

Character & Parade Performer - Disney Live Entertainment
Walt Disney World Parks - Bay Lake, FL *Jan '23 - Present*

- Delivered story-driven character interactions for 1,000+ guests daily, upholding Disney's standards of Courtesy, Show, and Safety.
- Collaborated cross-functionally to execute parades and live entertainment, ensuring on-time operations and high-quality guest experiences.

Feature Face Character Performer
Disney Cruise Line - Disney Wonder 48.5 Australia *Aug '24 - Feb '25*

- Performed stunt work, stage combat, and puppetry while maintaining strict safety and performance standards.
- Led high-volume character events for 500+ guests per session, enhancing engagement through adaptability and operational efficiency.

Magic Kingdom, Main Street Ops - Guest Flow Team
Walt Disney World Parks - Bay Lake, FL *June '22 - Jan '23*

- Coordinated logistics for parades, cavalcades, and live entertainment, supporting safe and efficient movement of 30,000+ guests per event.
- Facilitated communication between operations, entertainment, and leadership, adapting quickly to aid in a seamless guest experiences.

Graphic Design & Marketing Intern
The Phoenix Club - Elon, NC *Jan '22 - May '22*

- Supported integrated marketing campaigns driving \$1.7M+ in annual fundraising through email, social, and print outreach.
- Created multi-channel campaign assets, strengthening brand consistency and boosting engagement across donor initiatives.
- Produced communications materials for Elon Day (\$569K/24 hrs) and Thank-A-Thon, enhancing donor engagement and visibility.

Creative Director (Prev: Asst. Director, Creative Member)
Live Oak Communications - Elon, NC *Jan '19 - Dec '21*

- Directed a team of 23 creatives, collaborating with 60+ agency members to develop marketing campaigns and multimedia content for 6 clients.
- Managed creative workflows, production timelines, and campaign deliverables, improving team efficiency and ensuring on-time execution of marketing initiatives - improving efficiency by 21% from previous years.
- Presented concepts and gathered feedback to align client goals with visual storytelling, driving online engagement up to 321%.
- Oversaw development of award-winning campaigns recognized at the American Advertising Awards, increasing engagement and campaign visibility.

Marketing & Creative Design Intern
Bbot Inc. Remote - New York, New York *May '21 - Aug '21*

- Liaised with cross-functional marketing teams to ensure clear communication, organized workflows, and timely execution of deliverables.
- Promoted go-to-market strategy by editing and aligning creative assets, including photography, video, and interactive media, with brand messaging.
- Developed a small business workbook to identify challenges, streamline operations, and maximize revenue, boosting avg. guest check by 30%.

EDUCATION

Elon University, Elon, NC
B.A. Strategic Communications
B.A. Cinema and Television Arts
B.A. Communication Design
Honors: Magna Cum Laude

SKILLS

Administrative & Technical Skills

Scheduling & calendar management, meeting coordination, proj. management, live entertainment coordination.

Proficient in Slack, Adobe Creative Suite (Ai, Id, Ps, Pr, etc.), Dropbox, Figma, Microsoft Office Suite, HTML/CSS.

Creative & Personal Highlights

Musical theater enthusiast, graphic designer & storyteller, deep knowledge of Disney brands (Marvel, Star Wars, Pixar, etc.), former Avenger.

AWARDS

Vital Signs A Cappella - Elon, NC

Raised \$11,000+ for Make-A-Wish via virtual concert (2021) and \$12,000+ through follow-up event (2022).

2021 American Advertising Awards Competition - Durham, NC

2021 ADDYs: Best In Show; Gold in Art Direction & Integrated Campaigns; Bronze in Magazine Advertising.

CLIENT PROJ.

North Carolina Medical Society (NCMS)

- Designed graphics and photo assets for virtual conferences, producing web and app content for the NCMS platform.
- Led implementation of a new content management systems, backing app development and digital publishing.

North Carolina Theater (NCT)

- Produced a video series, leveraging copy editing, design, & video production to drive audience engagement.
- Contributed storytelling-driven creative assets and campaign concepts advancing nonprofit marketing and fundraising initiatives.