

# Logan Powers

Creative storyteller driven by purpose and heart, crafting experiences to connect and inspire.

LMPowers.com

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## WORK EXPERIENCE

### Walt Disney World Parks - Bay Lake, FL Character & Parade Performer – Disney Live Entertainment

Jan '23  
PRESENT

- Interacted with 1,000+ guests daily, creating memorable, inclusive, and story-driven experiences while backing Disney's guest service standards.
- Partnered with entertainment, production, and operations teams to aid in seamless, on-time execution of parades, stage shows, and special events.
- Sustained performance integrity and character continuity across dynamic environments, prioritizing safety and "show" quality in high-traffic settings.

### Disney Cruise Line - Disney Wonder 48.5 Australia Feature Face Character Performer

Aug '24  
Feb '25

- Executed stunt work, stage combat, and puppetry with strict adherence to safety protocols and physical performance standards.
- Performed in multiple onboard productions, adapting to creative direction, casting changes, and evolving production needs to ensure consistent, high-quality guest experiences.
- Displayed leadership through high-demand character events and meet-and-greets, managing guest flow and timing for up to 500+ guests per session while maintaining Disney Five Keys standards.

### Walt Disney World Parks - Bay Lake, FL Magic Kingdom, Main Street Ops - Guest Flow Team

June '22  
Jan '23

- Facilitated entertainment logistics for parades, cavalcades, and live shows, aided in safe and efficient movement of thousands of guests per event.
- Delivered real-time support to entertainment teams, assisting with setup, transitions, and crowd flow to uphold show quality and guest satisfaction.
- Maintained active communication between operations and entertainment, quickly adapting to changes and ensuring smooth guest experiences.

### Live Oak Communications - Elon, NC Creative Director (Previous: Asst. Director, Creative Member)

Jan '19  
Dec '21

- Directed a core team of 23 creatives while cross-collaborating with 60+ members across agency to deliver high-impact, award-winning multimedia content and live event support.
- Oversaw production schedules, project management documentation, and team coordination to ensure on-time delivery and alignment with strategy.
- Collaborated with clients and faculty advisors through presentation development to translate campaign goals into creative assets, ensuring clarity, consistency, and on-brand execution.

### Bbot Inc. Remote - New York, New York (Remote) Marketing & Creative Design Intern

May '21  
Aug '21

- Developed digital marketing collateral for web and social media platforms, contributing to increased brand engagement and product visibility.
- Provided administrative support across marketing functions, ensuring clear communication and timely project execution.
- Facilitated go-to-market strategy execution by aligning design assets (photography, interactive, & video content) with brand objectives and stakeholder feedback.

## EDUCATION

**Elon University**, Elon, NC  
B.A. Strategic Communications  
B.A. Cinema & 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 (Illustrator, InDesign, Photoshop, etc.), Dropbox, Figma, Microsoft Office Suite.

### 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 for virtual conferences during COVID, focusing on photography & content for NCMS app.
- Spearhead implementing new content management systems with a focus on app development for use at live events.

### North Carolina Theater (NCT)

- Established a video series during COVID utilizing copy-editing, graphic design, and video editing skills.
- Advised in creation of creative assets through a lense of storytelling - assisting in generating creative ideas for fundraising campaigns.