

# LOGAN WHITE

## EDUCATION

### UNIVERSITY OF FLORIDA

Bachelors of Science in  
Public Relations  
*Minor: Nonprofit  
Organizational Leadership*  
GPA: 3.89  
May 2021

## SKILLS

Adobe Creative Cloud  
Videography  
Social Media Marketing  
Content Marketing  
Hootsuite Platform  
Sprout Social

## LEADERSHIP & INVOLVEMENT

Journalism and  
Communications Ambassador  
  
Xtraordinary Joy Student  
Chapter Social Media Officer  
  
UF University Athletic  
Association Student  
Photographer

## CONTACT

✉ loganwhite1371@gmail.com  
☎ (904) 704-5759  
🌐 www.logan-white.com  
f facebook.com/lw1371  
📷 @loganwhite1371  
🐦 @logan\_white71

## EXPERIENCE

### INSULIN FOR LIFE USA | JANUARY 2021 - CURRENT

*Strategic Communications Intern*

- Chair social media management and content creation on all platforms.
- Monitor analytics to create monthly communications reports for nonprofit leadership.
- Design communications campaigns, such as "Wellness Wednesday," to increase public awareness of IFL USA's mission and purpose.

### UF CJC ONLINE | FEBRUARY 2020 - CURRENT

*Marketing and Social Media Student Assistant*

- Maintain a video presence for the program on all social media platforms.
- Founded an official GIPHY account and designed GIFs available on Instagram and Snapchat which have received over 8.1 million views collectively.
- Utilize Sprout Social for content scheduling and social listening.

### XTRAORDINARY JOY | AUGUST 2019 - AUGUST 2020

*Website and Social Media Intern*

- Developed marketing materials (logos, brochures, videos, social media graphics and advertisements) to assist in the nonprofit's fundraising efforts.
- Revitalized the organization's website through the WordPress platform.

### FORCURA | JUNE 2019 - AUGUST 2019

*Marketing Intern*

- Created social media content using the Adobe Creative Cloud with an emphasis on video content.
- Monitored social media analytics in correlation with content strategy via the Hootsuite platform.
- Engineered the company's podcast, Innovate Jax, utilizing Adobe Audition.
- *August 2019 - Present:* Freelance Podcast Editor

### ALACHUA CONSERVATION TRUST | JANUARY 2019 - MAY 2019

*Social Media Intern*

- Generated interest in ACT's mission through strategic social media content.
- Expanded ACT's online following on Instagram beyond 1,000 followers.
- Coordinated monthly email newsletters featuring organizational updates.

### SHANNON MILLER LIFESTYLE | MAY 2018 - AUGUST 2018

*Public Relations and Marketing Intern*

- Assisted with content marketing efforts through the SML blog.
- Formulated a program for monthly giveaways and partnership efforts.
- Produced weekly "Monday Motivation" video series using Adobe Premiere Pro.