Logan M. Lampton

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Innovative. Strategic. Inspiring.

**PROFESSIONAL PROFILE**

* Innovative young professional with experience managing, instructing, and training young professionals
* Excellent interpersonal skills; enjoys entertaining and selling ideas to large audiences with a history of hosting events skillfully
* Experienced in press release writing, social media management, and client communication: expressing exceptional writing and verbal communication skills in each area

**EDUCATION**

**Purdue University GPA: 3.64 / 4.00**

Bachelor of Arts in Communication

Focus: Public Relations and Advertising; Minors: Psychology and Theater

# EXPERIENCE

*Assistant Director*

**Boiler Communication (student-run PR firm internship, PRSSA committee),** Purdue University, West Lafayette IN 1/11 – present

* Honed strategic communication skills by managing 25 students in a professional public relations internship environment
* Insured that the goals of the clients were achieved by serving as a liaison between local businesses and student members
* Improved instructional skills by planning and leading lessons about better practices and skills for a public relations career
* Challenged the expected by redesigning and creating new organizational policies using collaboration from other board members and executives

*Sales and Marketing Intern*

**Courseload,** Indianapolis, IN 4/11 – 8/11

* Built unique company brand and increased exposure through reviewing and co-creating press releases
* Influenced company practices based on client feedback to product demos, operating trade booths, and fielding questions at trade shows
* Improved social media management skills by managing Facebook and Twitter accounts, increasing traffic to company website
* Became skilled in analyzing public opinion by designing surveys and survey distribution models to help inform company branding

*Group Strategist*

**College of Liberal Arts Graduate Students Program,** Purdue University, West Lafayette IN 7/10 – 12/10

* Improved written communication skills by writing press stories about distinguished Purdue guest speaker panels
* Built upon internet media skills by filming guest professors’ theses to place on the Purdue Liberal Arts official website
* Furthered public analysis skills by conducting research on behalf of the Associate Dean of Communications at Purdue

on how to attract more CLA graduate students

# *Adult Swim Brand Representative*

# Superfly Marketing Group, Purdue University, West Lafayette IN 2/10 – 5/10

* Hosted bold brand events in to build brand equity and generate positive attention to corporate events
* Utilized unique forms of advertising throughout the Purdue campus to build interest in the Adult Swim Block Party event
* Gained skill in maintaining public opinion by maintaining social media and addressing concerns in a tactful and productive manner

# LEADERSHIP, HONORS, COMMUNITY SERVICE

*President*

**Crazy Monkeys Improvisational Comedy Group** 1/08 – present

* Grew client base and audience by organizing shows and events ranging from charity events to paid competitions
* Experimented with new ideas to increase campus awareness through new advertising techniques and rebranding
* Performed weekly for hundreds of students improving my speaking skills and ability to think creatively and quickly
* Rebranded organization by revamping the logo, t-shirt designs, and organizational principles, saw audience sizes nearly double

**Purdue University Honor’s and Dean’s List** 12/07 – present

**CAAP Test Award for scoring higher than 99% of applicants in critical reasoning**  6/11

**Purdue War on Hunger -** Raised awareness of world hunger and volunteered to distribute food at local homeless shelter 8/11 – present