

Logan Leiter

DIGITAL MARKETING

Innovative and results-driven Online Marketing Specialist with a robust background in full-stack development, digital marketing, and creative problem-solving. Experienced in designing and executing comprehensive online marketing strategies that elevate brand visibility and drive business growth. Adept at blending technical expertise with creative vision to create engaging, user-friendly digital experiences. Passionate about leveraging emerging technologies to enhance operational efficiency and marketing effectiveness.

CONTACT

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Professional Experience

Online Marketing Specialist

Pfeiffer Vacuum | Indianapolis, Indiana, United States · Remote | Apr 2020 – Present

- Lead the development and execution of comprehensive online marketing strategies to enhance brand presence and drive growth.
- Design and develop both the front and back ends of the U.S. website, ensuring optimal performance, security, and user experience.
- Manage social media platforms by creating targeted and engaging content, boosting brand awareness and user engagement.
- Oversee graphic design efforts for social media and web pages, ensuring a consistent and visually compelling brand image.
- Lead email marketing campaigns, targeting thousands of customers with personalized content to increase engagement and conversions.
- Develop and manage Google AdWords campaigns, optimizing ROI and utilizing Google Analytics to monitor KPIs and performance.
- Create custom solutions for sales teams, including automating document workflows with DocuSign integrated into the website.
- Develop a custom web application integrating a CRM system for customers to verify, update, and streamline order processing directly.
- Design and distribute a quarterly company-wide newsletter to maintain engagement and communication across departments.
- Manage all aspects of product photography and videography, ensuring high-quality visual content for marketing materials.
- Continuously monitor and analyze emerging trends and technologies to keep the company's strategies competitive and innovative.

Skills + Knowledge

- Online Marketing Analysis
- E-Commerce
- Web Marketing Strategy
- Keyword Advertising
- Key Performance Indicators (KPIs)
- Emerging Trends
- Creative Problem Solving
- Creative Development
- Creative Strategy
- Marketing Campaign Design
- Digital Designs
- Marketing Strategy
- Creative Direction
- Artificial Intelligence (AI)
- Content Management Systems (CMS)
- Adobe Premiere Pro
- Adobe Lightroom
- Adobe Photoshop
- cPanel
- Apache
- Server Administration
- SAP ERP
- Google Analytics
- WordPress Development
- Search Engine Optimization (SEO)
- UX/UI Design
- HTML/CSS
- JavaScript
- PHP
- Project Management
- Brand Management
- A/B Testing
- Lead Generation
- Automated Marketing
- Customer Experience

Previous Experience

Metrology Engineer | 2018-2020

Quality & Laboratory Manager | 2016-2017

Calibration Technician | 2014-2016

United States Marine Corps | 2009-2014

Education

DeVry University

Master of Science - Website Development

Purdue University Fort Wayne

Bachelor of Science - Web Page, Digital/Multimedia and Information Resource Design

Continual Learning + Inspiration

I actively follow industry-leading content creators in digital marketing, photography, videography, and development. This keeps me at the forefront of emerging trends and allows me to continually refine my skills and apply the latest innovations to my work.