



CREATIVE CONSULTANT/PRODUCER

Logan Keith

PROFESSIONAL SUMMARY

Passionate creative with a dedicated focus on building and fostering brand integrity. Vision-driven leader, motivated by big ideas and large projects, ensuring movement from conceptualization to implementation in an efficient and results-oriented fashion. A growth-focused professional with an exceptional record in sales, social media engagement, and podcast analytics.

EXPERIENCE

CREATIVE DIRECTOR, SENIOR PRODUCER **Bad Magic Productions | 2018-Present**

- Produce 3-5 weekly podcasts with a collective reach of approximately 5+ million monthly streams/downloads, utilizing both video and audio production. This includes the production and recording of the shows, a full edit and bounce of the audio and video files, and upload/syndication of the final episodes with associated ads.
- Maintain full technical operations of a multi-studio network, including sound engineering and board operation, video capture and multi-cam ATEM operation, video and sound editing, lighting design and operation, file and storage maintenance, etc.
- Facilitate the creative direction of the network, including oversight of brand implementation, merchandise design, campaign creative, cinematic sound design, social identity, and all other visual and creative content.
- Lead designer and illustrator for brand campaigns, official tour promotion, and overall brand presence.
- Design, produce, and install state of the art podcast studio, including custom mural design, soundproof printing and installation, lighting design, set decoration, and technical installation.
- Provide supplementary audio production, such as cinematic horror sound-scaping, voiceover work, foley

CONTACT

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[Portfolio](#)

EDUCATION

INDIANA UNIVERSITY – KELLEY SCHOOL OF BUSINESS **BS Marketing**

2009-2013

SKILLS

- Branding and Content Strategies
- Print and Digital Marketing
- Creative Conceptualization and Implementation
- Merchandise Design, Production, and Distribution
- Time Management and Task Prioritization
- Audio and Visual Production
- Illustration and Design
- Audio Composition and Scoring
- Cross-Functional Collaboration

SOFTWARE AND HARDWARE

- Final Cut Pro X
- Logic Pro X/Pro Tools
- Photoshop
- Asana
- Click-Up Scheduling Software
- Simplecast and Art19 Feed Distribution Platforms
- Excel
- Veed.io, Capture, FCPX Subtitling Programs
- Audio Production Suites (Antares, Izotope, Slate Audio, JST, etc)
- Professional Music and Audio Production Studio
- Apple Studio (96gb of RAM)
- Black Magic Studio Cam 4k
- Zyhui Crane Gimbal
- SM7B and AKG420 Microphones
- Wacom Cintiq 24 Drawing Monitor
- Soundcraft Si Expression Digital Board
- Black Magic ATEM Switcher
- Streamdeck Accessories
- Focusrite Preamp Interfaces

sound production, audio repair and mastering, music production, and all other scoring needs.

- Manage social media accounts for all network profiles, reaching millions on Facebook, Instagram, TikTok and YouTube. This includes content edits and creation, social editorial schedule, fan engagement, campaign management, growth and exposure strategies, etc.
- Web development and integration for all network websites, stores, and merch apps. This includes the design and development of an e-commerce website, integrated with brand assets, feeds, and content.

AXIS APPAREL CO./THE SPICY CLUB

Owner, CEO | 2011-Present

- Founded a specialty print and merchandising company that grew to 7-figure annual revenue business, operating at our largest in a 25,000 sq. ft. print facility.
- Successfully managed print campaigns with clients such as Southern Comfort, Third Man Records, MLB, Bodybuilding.com, Lucinda Williams, Ole Smoky Moonshone and more.
- Self-funded the purchase of necessary shop equipment, including large automatic screenprinting presses, gas dryers, film and tech equipment, etc.
- Developed a mobile printing operation for live production at festivals and events.
- Design and produce merchandise for millions of fans with Bad Magic Productions, doubling sales four consecutive years to bring store to its current 7-figure annual earning. This includes the design of official product, design and management of e-commerce site, management of vendors, warehousing and distribution, campaign marketing, email communication, customer service, and all other store-related management.