

Logan Betsch

CREATIVE DIRECTOR

I'm a Creative Director specialising in art direction and brand building. With 14 years of experience at leading advertising agencies, I have a proven track record of transforming concepts into bold campaigns and pushing creative boundaries for established brands and startups alike. I thrive at blending innovation, strategy, and creativity into unforgettable experiences.

- +44 7549 62039
- loganbetsch.com
- linkedin.com/loganbetsch
- logan.betsch@gmail.com

BRANDS

7-Eleven
Abbvie
Alcon
Argenx
Bayer
BNY Mellon
Dannon
Edgewell
Eli Lilly
Enzyvant
Galderma
Greenwich Biosciences
GSK
Johnson & Johnson
KPMG
Kyowa Kirin
Macy's
Nestle
Northwell Health
Novartis
Novo Nordisk
Pfizer
Revlon
Sanofi
Starbucks
Takeda
Treasury Wine Estates
T. Rowe Price
UN Women
Wild Turkey

PROFICIENCIES

Adobe Creative Suite
Calligraphy / Hand Lettering
Creative Presentations
Figma / Sketch
Keynote
Klaviyo
Microsoft Office
UI/UX/Wireframing

References available upon request

EXPERIENCE

Dasein Fragrance | February 2023 - Present

- Concept, develop, and digitally optimize all creative communications, including CRM and Social Campaigns
- Work closely with the CEO on new business pitches and product launches/sunsets
- Manage the creative department, enhancing brand voice consistencies
- Supervise the design team for the brand's aesthetic transition
- Oversee brand partnerships and collaborations; maintain existing stockist relationships and pursue new leads

Havas New York | June 2023 - October 2024

- Supervised the design team on all professional branded and unbranded (disease state awareness) marketing assets
- Managed the UX/UI and design of the digital Visual Aid, expanding the interactivity by over 50%
- Created the core print Visual Aids for G10 countries' adaptation
- Oversaw the rep-driven email series design and messaging content grid for both branded and unbranded campaigns
- Collaborated across indications and agencies for strategic brand planning
- Managed creative campaign concept development and concept testing across multiple creative teams

Minds + Assembly | April 2022 - February 2023

- Oversaw the creative team to illustrate, write, and design a full-color children's book
- Created a comprehensive customer journey and a series welcome kits, each designed for a different audience and age group
- Developed new campaign concepts for existing brands, updating the supporting brand assets to better reflect the new concepts' aesthetic

Publicis Groupe | March 2020 - April 2022

(Digitas Health, Saatchi & Saatchi Wellness)

- Designed brand's professional site to both compliment and stand out from the coordinating consumer site
- Created a social media strategy and content calendar, optimized for reach and impact
- Collaborated across agencies, within network and externally, to enhance brand consistency

21GRAMS | July 2019 - March 2020

- Led a team of creatives to concept for a 360-degree disease awareness campaign
- Managed the development of an unbranded educational website, including logo design, wireframes, and final UX/UI
- Developed seasonal, 50+ page magazine editions from wcontent planning to editorial design to print production

Contract Work | April 2019 - July 2019

(Omnicom, TBWA\Chiat\Day)

J. Walter Thompson | July 2015 - April 2019

Saatchi & Saatchi Wellness | July 2014 - July 2015

Cline Davis Mann NY | February 2012 - June 2014

EDUCATION

The Creative Circus
Atlanta, Georgia
Certification in Art Direction

College Of Charleston
Charleston, South Carolina
BA in Communication Studies