

CREATIVE

EXECUTIVE LEADERSHIP
CONSULTATION
FASHION + EVENTS
TELEVISION + MUSIC
BRAND DEVELOPMENT
TOP LEVEL DOMAINS

LOGAN LYNN



CREATIVE DIRECTION
PUBLIC RELATIONS
STRATEGIC PLANNING
COMMUNITY ADVOCACY
NONPROFIT DESIGN
FUNDRAISING

PORTFOLIO



Logan Lynn has been the global PR + Creative Director for .gay (DotGay) Domains, as well as Executive Director of PTM Foundation, founded by Grammy Award-winning Alternative Rock band, Portugal. The Man, since 2019.

In addition to his decades working in music, fashion, brand development, television and design, Logan is an experienced executive leader and is as passionate about building community as he is about adopting rescue pups.



He is the former host of *NewNowNext Music* on MTV's Logo Network and has appeared in a number of televised commercial spots for the channel. He has been a voting member of the Recording Academy/Grammy Awards for the past decade and was the recipient of the 2017 National Council Award of Excellence for Artistic Expression, honoring his years of creative and advocacy work.

In 2018 Kink FM named Logan Lynn one of The Portland 50, honoring the people who “dreamt, built and championed the innovation, growth and uniqueness of Portland”. Additionally, he was named one of *Out Magazine*'s “Performers of the Year” on the prestigious *Out100 List* in 2021. He currently resides in Idaho with his fiancée Casey and their two dogs, *Pretty Baby* and *Mister Bear*.

WORK

- ✦ Portugal. The Man
- ✦ GoDaddy's .gay Domains
- ✦ Trillium Group
- ✦ Kill Rock Stars
- ✦ Writer + Reporter
- ✦ Q Center
- ✦ Portland Tenspeed



EXECUTIVE DIRECTOR

PTM FOUNDATION (2017-PRESENT)

Logan Lynn has been working with Grammy Award-winning Alternative Rock band Portugal. The Man since the winter of 2017. In 2019 he began serving as the Executive Director of PTM Foundation, a charitable organization focused on building community resilience, empathy, and awareness through music, stories, art, education and connectivity, working through the lens of Indigenous Rights.

Lynn designed the organization in collaboration with the band and Portugal. The Man management, and has directed and overseen successful creative campaigns and tour activation partnerships with Atlantic Records, Boygenius, Lucy Dacus, NOFX, Metallica, Jack Antonoff, and many others through his work in the years since. He coordinates multiple Boards of Directors and is on the team that manages communications, press, creative campaigns, and social channels for Portugal. The Man, including PTM Foundation. Lynn also works to activate tours and events for other bands, while offering the same types of advocacy activations for corporations and small businesses alike.

PORTUGAL. THE MAN





Portugal. The Man / PTM Foundation

[PTM FOUNDATION WEBSITE](#)

[Campaign Video #1](#)

[Campaign Video #2](#)

[Campaign Video #3](#)

[MUSIC VIDEO #1 – “Who’s Gonna Stop Me?”](#)

[Merch Collection](#)

[Storytelling Campaign #1](#)

[Storytelling Campaign #2](#)

[Annual Report – Fiscal Year 2022](#)



PR + CREATIVE DIRECTOR

.GAY DOMAINS (2019-PRESENT)



Logan Lynn has been in his role with .gay Domains since the brand's inception in 2019, spearheading the global launch, associated PR and creative campaigns, then designing and overseeing what would ultimately become the most successful domain launch in internet history. Lynn's work has informed all of the policies, communications, visual elements, and community giving pieces of the brand.

He produced and starred in The Library television series for Revry TV as a pillar of the brand launch and ongoing domain marketing. He has overseen all of .gay's community partnerships, celebrity endorsers, and influencer talent, in addition to earned media, paid advertising, and campaign strategy work for the domain. Logan is also responsible for overseeing .gay's beneficiary partner relationships with GLAAD and CenterLink.

Lynn was one of the earliest supporters of the .gay concept. He partnered with Top Level Design as early as 2013 on storytelling and community advocacy related to bringing the domain to Market. In 2023, GoDaddy acquired the .gay Domain and brand from Top Level Design. Logan Lynn worked to help make that transition seamless and successful. He now works in the same position as Global PR + Creative Director overseeing .gay Domains at GoDaddy Registry. His campaign work with .gay includes activations and ongoing spokesperson relationship management with George Takei (Star Trek), Roxane Gay, Adam Lambert, Billie Jean King, and hundreds of others.

GODADDY

TECH ▶

Meet the Man Helping to Build a Queer Section of the Internet





GoDaddy's .gay Domains

[DOTGAY WEBSITE](#)

[Launch Campaign Press Example #1](#)

[Launch Campaign Press Example #2](#)

[Launch Campaign Press Example #3](#)

[Year 1 Impact Report](#)

[Year 2 Impact Report](#)

[Year 3 Impact Report](#)

[Season 1 – The Library](#) [Season 1 – The](#)

[Dictionary](#) [Season 2 – The Library](#)

[Season 2 – The Dictionary](#)



CHIEF IMPACT OFFICER

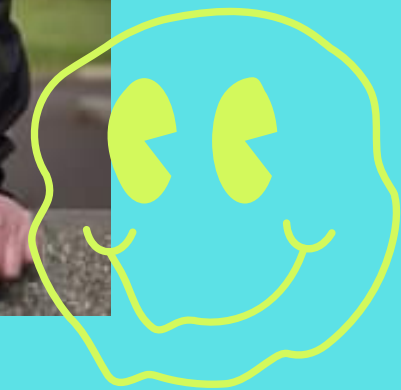
TRILLIUM GROUP (2014–2018)

Logan Lynn's C-suite experience also extends to healthcare management and nonprofit leadership. From 2014–2018 he served as Chief Impact Officer on the Executive Team at Trillium Group, which oversees the national Mental Health Matters public health advocacy campaign, and the Oregon-based Keep Oregon Well. Trillium Group also operates Trillium Family Services, Oregon's largest provider of mental and behavioral healthcare for children and families, the organization Logan served as Chief Communications Officer for simultaneously during this time.

He began working with Trillium in 2014 and is the brainchild behind the Keep Oregon Well campaign to end mental and behavioral health stigma, which was later adopted by public schools across the state. The campaign was named one of the top mental health anti-stigma advocacy efforts in the country by multiple national media outlets when it was launched in 2015. It included creative activations and events with hundreds of bands, artists, and celebrities, including Troye Sivan, Charli XCX, En Vogue, Kevin Bacon, Of Monsters And Men, Alice Cooper, Britney Spears, U2, Macklemore, and more, as well as major brand partnerships with national and local radio, TV, and nonprofit organizations. All the while, he led a dedicated team of 700 individuals across multiple service delivery hubs in various states.

He also served as an Advisory Board Member for Unity Center for Behavioral Health in Oregon, the first-ever mental and behavioral health emergency room in the United States. He was also a founding member of the National Coalition for Building Community Resilience, based out of the Milken Public Health Institute at The George Washington University In D.C. as part of his role with Trillium. Additionally, Lynn was on the team that designed and launched the Well Being Trust, a national foundation dedicated to advancing the mental, social and spiritual health of the nation.

TRILLIUM GROUP





KEEP OREGON WELL / MENTAL HEALTH MATTERS



Fight Stigma Comedic Web Series
Mental Health Matters Web Shorts

WEBSITE

Campaign Video #1

Campaign Video #2

MUSICIAN + LABEL OWNER

LOGAN LYNN MUSIC (1998-PRESENT)

Logan Lynn is also a prolific songwriter and producer who has spent the past 25 years working across the music industry. Billboard Magazine says he “has made a career out of crafting catchy, disorderly songs that almost all include big beats, fun melodies and cheeky lyrics”.

Logan is currently signed to legendary record label, Kill Rock Stars, and has albums, EPs and singles on Caroline Records, EMI Records, The Dandy Warhols’ Beat The World Records, Greyday Records, Mohr Media, Banana Stand Records, and his own label imprint, Logan Lynn Music. His music videos have been featured on MTV, VH1, Logo, Spike TV and countless streaming platforms. His songs have appeared in international advertising campaigns by CoverGirl Cosmetics, Oscar de la Renta, Nicole Miller, Volkswagen and other major brands. He has also appeared on numerous soundtracks for television and film, including original songs for the final season of “Eastsiders” on Netflix.

Additionally, he has had several sponsorships and brand endorsements, including a longstanding relationship with Gucci and its former designer and creative director, Alessandro Michele.

KILL ROCK STARS





KILL ROCK STARS / EMI RECORDS

[Official Music Videos](#)

[Website](#)

[Bio + Press](#)



WRITER + REPORTER

VARIOUS MEDIA OUTLETS (2012-2016)

Logan Lynn's experience in communications began as a writer and reporter for several news media verticals, including HuffPost Gay Voices, HuffPost Green, HuffPost Healthy Living, Huffpost Celebrity, HuffPost Entertainment, Just Out Magazine, The Portland Mercury, Moviefone, and several LGBTQ+ community interest and entertainment blogs.

He has interviewed thought leaders, authors and celebrities like Dan Savage, Bruce LaBruce and Jay Mohr, to musicians and bands like Peaches, Chromatics, and Mitski.

He had a monthly human interest column In Just Out Magazine, which allowed him the creativity to explore deeper issues related to music, advocacy, and community on a regular basis.

WRITER + REPORTER



PUBLIC RELATIONS + INNOVATIONS MANAGER

Q CENTER / SMYRC (2010-2014)

Logan Lynn served as Public Relations + Innovations Manager for Q Center and SMYRC, the Sexual and Gender Minority Youth Resource Center, in Portland.

During this time he directed and oversaw all media, storytelling, fundraising events, and partnerships. He also designed and launched the QBlog community op-ed vertical, the Q Center Media Team, and the Q Center Concert Series, which hosted shows and events featuring out LGBTQ+ artists ranging from John Cameron Mitchell and Matt Alber to Senator Margaret Carter and WNBA star Brittney Griner.

During this time Logan hosted many community conversations on sexuality, gender Identity, race, equity and inclusion, and LGBTQ+ art, film, and music. He also worked on several advocacy campaigns, including the Affordable Care Act and bringing Marriage Equality to Oregon.

Q CENTER



PROJECT MANAGER

AMERICAN APPAREL (2004-2008)

Lynn was project manager for Portland Tenspeed, responsible for the branding, site selection and construction of American Apparel's first 35 retail locations when the company first launched.

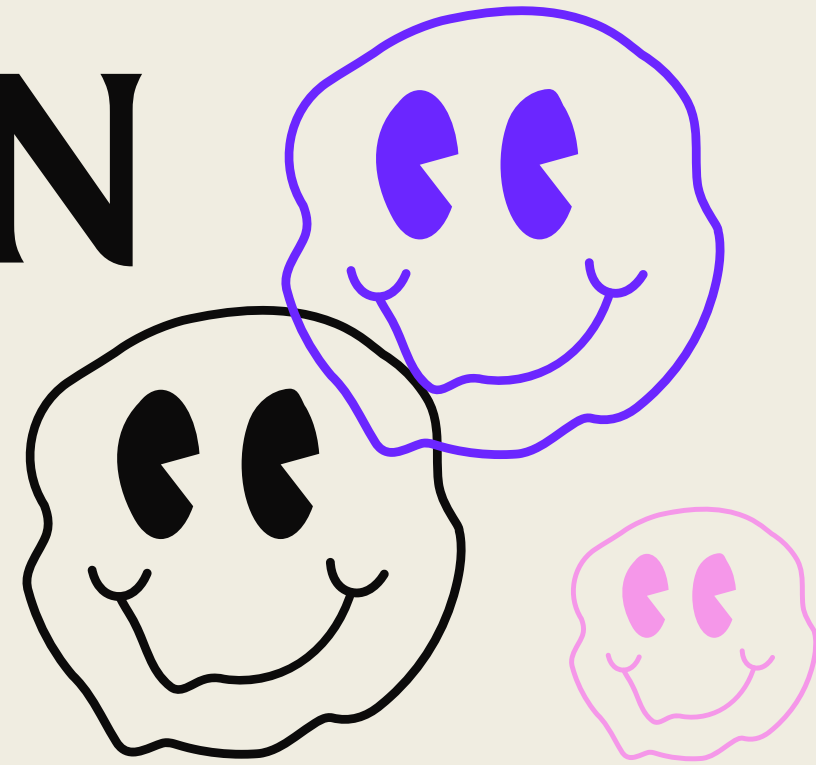
Through his team's work, Lynn helped transform it from a wholesale mom-and-pop operation doing \$40,000 in sales annually to a \$150 million dollar enterprise when he left to begin his role at Logo TV in 2008.

This was Lynn's first experience with merging advocacy with fashion and through his work with Portland Tenspeed he launched Fashion Design Camp, as well as many creative campaigns that kicked off community conversations and free speech advocacy intertwined with branding and commerce.

PORTLAND TENSPEED



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Thank you

