

LAUREN BOUTWELL

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Graphic Design Major with a Concentration in Marketing

Creative designer interested in branding, publication design, and visual storytelling. Experience leading collaborative design projects from concept to final production across print and digital media.

EDUCATION

Mississippi College — Clinton, MS

Bachelor's in Graphic Design with a Marketing Concentration

Relevant Coursework: Graphic Design I-IV, Marketing Principles, Digital Marketing, Retail & E-Commerce, Marketing Strategy, Photography, Typography

Anticipated Graduation: May 2027 | GPA: 3.96

EXPERIENCE

Yearbook Co-Editor in Chief, Mississippi College — Clinton, MS

Applications used: Adobe Illustrator, Canva, Google Suite, eDesign

Fall 2024 - Present

- Designed cohesive page layouts, cover page, and visual systems for a 200+ page publication reaching 4,000+ students and faculty.
- Directed a collaborative creative team through concept development, deadlines, and editorial consistency aligned with brand guidelines.
- Designed layouts that strengthened visual storytelling and maintained a cohesive style throughout the publication.

INTERNSHIPS

Department of Communication Intern, Mississippi College — Clinton, MS

Applications used: Adobe Illustrator, Canva, Google Suite

Spring 2026 - Present

- Designed promotional graphics for university departments and external clients through the student-run PR firm Big River Strategies.
- Created marketing materials including event graphics, invitations, stickers, social media templates, and YouTube thumbnails.
- Work with faculty, student leadership, and clients to develop and revise designs through multiple rounds of feedback for initiatives such as MC Honors Convocation, Alumni Reunion, and Center for Christian History content.

Riley Foundation Summer Intern, Meridian Museum of Art — Meridian, MS

Summer 2025

- Supported community art initiatives through exhibition design and youth class instruction, fostering engagement and visual learning.
- Cataloged artwork and assisted in professional exhibit preparation, gaining insight into curatorial and museum operations.
- Assisted museum staff with day-to-day operations and behind-the-scenes exhibit preparation.

Graphic Design Intern, First Baptist Church Meridian — Meridian, MS

Applications used: Canva Brand Kit, Canva Teams, Microsoft Suite

Summer 2024

- Developed a lasting brand kit for a 350-member congregation, creating a cohesive visual identity for all print and digital communication.
- Designed high-impact materials including service connection cards, signage, and templates to unify church outreach and improve engagement.
- Collaborated with church leadership to implement new design workflows and train staff in Canva Teams, maintaining consistent branding across ministries and events.

LEADERSHIP & INVOLVEMENT

Creative Pulse Club Secretary, Mississippi College | *Fall 2025 - Present*

- Organized and managed attendance, volunteer sign-ups, and event logistics to support member engagement.
- Collaborated with the social media officer to develop a new visual identity and establish the club's first active digital presence, increasing engagement and awareness.
- Led fundraising efforts and partnerships supporting creative projects.

American Marketing Association member, Mississippi College's chapter | *Fall 2024 - Present*

Swannanoa Social Tribe active member, Mississippi College | *Fall 2023 - Present*

SKILLS

CREATIVE SKILLS

- Brand design
- Publication layout
- Visual Storytelling
- Digital Illustration

TECHNICAL SKILLS

- Adobe Creative Suite
- Google Suite
- Microsoft Office
- Digital Marketing Certification (Nov. 2025)

REFERENCES

Mrs. Kate Cherry

Executive Director

Meridian Museum of Art
628 25th Ave, Meridian, MS 39301
+1 (601) 604-2648
meridianmuseum@bellsouth.net

Mrs. Madison Dean

Yearbook Advisor, Media Technology Coordinator, Instructor

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