

# LAUREN BOUTWELL

laurenboutwell.com | www.linkedin.com/in/lauren-boutwell/ | boutwell.lauren@gmail.com | 601-917-4001

## Graphic Design Major with a Concentration in Marketing

Creative designer with a marketing mindset, passionate about developing customer-inspired visuals that connect people and brands. Experienced in leading collaborative design projects from concept to execution across print and digital media, aligning work with brand strategy and storytelling to drive audience engagement.

## EDUCATION

### Mississippi College — Clinton, MS

*Bachelor's in Graphic Design with a Marketing Concentration*

**Relevant Coursework:** Graphic Design I–III, Illustration, Photography, Marketing Principles, Digital Marketing, Retail & E-Commerce, Introduction to Computer Science

**Anticipated Graduation:** May 2027 | GPA: 3.95

## 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.
- Applied audience-focused design principles to enhance storytelling and emotional connection with readers.

### 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.
- Demonstrated adaptability by assisting with various behind-the-scenes tasks as needed to support daily museum operations.

### 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, ensuring consistent branding across all ministries and events.

## LEADERSHIP & INVOLVEMENT

### Creative Pulse Club Secretary, Mississippi College's Graphic Design Club | 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
- Creative problem solving
- Digital Illustration

### TECHNICAL SKILLS

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

