LAUREN BOUTWELL

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Graphic Design Major with a Concentration in Marketing
Experience in branding, content development, and integrated marketing communications. Skilled in created audience-focused marketing materials, developing visual identities, and collaborating on creative campaigns across print and digital platforms. Interested in publishing, storytelling, and connecting audiences with meaningful content.

EDUCATION

Mississippi Christian University — *Clinton, MS*
Bachelor's in Graphic Design with a Marketing Concentration
Relevant Coursework: Digital Marketing, Integrated Marketing Communications, Marketing Strategy, Marketing Principles, Retail & E-Commerce, Typography, Photography
Anticipated Graduation: May 2027 | GPA: 3.97

EXPERIENCE

Graphic Designer, Mississippi Christian University, Admissions — *Clinton, MS*
Applications used: Adobe Suite, Google Suite
Fall 2026 - Present

- Designed presentation decks, email marketing materials, and event communications to support university-wide admissions initiatives and prospective student engagement.
- Developed the visual identity for MC's Admitted Student Day and refreshed Scouts branding to strengthen brand consistency across recruitment materials.
- Created accessible event schedules and a variety of print and digital assets, balancing institutional brand standards, ADA accessibility, and communication goals.

Yearbook Editor in Chief, Mississippi Christian University — *Clinton, MS*
Applications used: Adobe Illustrator, Canva, Google Suite, eDesign
Fall 2024 - Present

- Led the development of a 200+ age annual publication, overseeing visual direction, editorial consistency, and production deadlines for a publication reaching more than 4,000 students and faculty.
- Directed a collaborative creative team through concept development, deadlines, and publication production.
- Designed layouts that strengthened visual storytelling and maintained a cohesive style.

INTERNSHIPS

Graphic Design & Marketing Intern, Community Foundation of East Mississippi — *Meridian, MS*
Applications used: Adobe Suite, WordPress, Meta Business Suite, Canva, Microsoft Suite
Summer 2026

- Led the rebrand of East Mississippi Gives, helping grow the campaign's total fundraising from $30,000+ to more than $81,00, a 170% increase.
- Developed a cohesive visual identity and marketing assets across digital and print platforms, including logos, social media graphics, promotional materials, event merchandise, and billboards.
- Designed a 24-page annual report and enhanced website functionality using WordPress and Elementor, creating sustainable systems for ongoing updates.

Communication Intern, Mississippi Christian University — *Clinton, MS*
Applications used: Adobe Illustrator, Canva, Google Suite
Spring 2026

- Produced promotional graphics and marketing materials for university departments and external clients through the student-run PR firm, Big River Strategies.
- Developed event graphics, invitations, stickers, social media templates, and more to support promotional initiatives.
- Collaborated with faculty, student leadership, and clients to develop creative solutions, incorporate feedback, and meet project deadlines for university-wide initiatives.

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

Summer 2025

- Supported community art initiatives through exhibition design and youth art instruction, encouraging engagement and visual learning among participants ages 4-17.
- Assisted with artwork cataloging and professional exhibition preparation, gaining experience in visual curation and presentation.
- Collaborated with museum staff on daily operations and behind-the-scenes exhibition development.

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

Applications used: Canva Brand Kit, Canva Teams, Microsoft Suite
Summer 2024

- Developed a comprehensive brand kit for a 350-member congregation, creating a cohesive visual identity across print and digital communication.
- Designed promotional materials, including service connection cards, signage, and templates, to support church outreach and engagement.
- Collaborated with church leadership to implement new design workflow and maintain consistent branding across ministries and events.

LEADERSHIP & INVOLVEMENT

Creative Pulse Club President, Mississippi Christian University | *Fall 2026 - 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 Marketing

TECHNICAL SKILLS

- Adobe Creative Suite
- Google Suite
- Microsoft Office
- Figma

REFERENCES

Mrs. Christin Waters
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