

Jayden J. Slaughter

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EDUCATION

Louisiana State University (LSU), Baton Rouge, LA

Bachelor of Arts in Mass Communication, Bachelor of Arts in Sociology, Honors Minor

Concentration: Digital Advertising

Expected May 2027

Cumulative GPA: 3.89

Northwestern State University, Natchitoches, LA

Associates Degree, General Studies

May 2023

RECENT EXPERIENCE

Communications Intern

LSU Office of Admissions, Baton Rouge, LA

January 2025 – Current

- Collaborated with admissions leadership to develop campaign strategies and creative tactics, contributing design, research and messaging support across multiple recruitment initiatives
- Designed and produced digital and physical marketing assets, supporting nationwide recruiting campaigns
- Optimized LSU web pages through updated branding, keywords and competitor research, improving clarity and quality

Graphic Designer & Manager

LSU Painted Posse, Baton Rouge, LA

June 2024 – November 2025

- Designed and executed graphics, calendars and other assets while managing content strategy and copywriting, aligning visuals with brand identity
- Grew Instagram following from 300 to 4,000 followers over two football seasons through strategic planning, visual storytelling and community-driven engagement

Copyeditor & Page Designer

The Reveille, Baton Rouge, LA

February 2024 – October 2025

- Created pages for weekly newspaper issues, collaborating with team to create structured, visually-engaging spreads
- Edited stories for clarity and accuracy while ensuring quality language through intentional copywriting

Admissions Consultant

LSU Office of Admissions, Baton Rouge, LA

February 2024 – December 2024

- Communicated with prospective students and families, delivering clear, consistent messaging about admissions and events while representing the LSU brand
- Assisted with on-campus admissions events as an ambassador for LSU EMSS, guiding visitors and supporting event logistics

TOOLS AND CERTIFICATIONS

Adobe Creative Suite, Kinemaster, Qualtrics, SimplyAnalytics, MRI Simmons, Slate, Google Analytics 4, Google Ads

EXTRACURRICULARS

LSU Advertising Federation, LSU Painted Posse, LSU Student Media, BCM at LSU, Intramural Flag Football