

# Jayden J. Slaughter

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## EDUCATION

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**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

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**Communications Intern**

**January 2025 – Current**

*LSU Office of Admissions, Baton Rouge, LA*

- 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**

**June 2024 – November 2025**

*LSU Painted Posse, Baton Rouge, LA*

- 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**

**February 2024 – October 2025**

*The Reveille, Baton Rouge, LA*

- 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**

**February 2024 – December 2024**

*LSU Office of Admissions, Baton Rouge, LA*

- 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

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

## EXTRACURRICULARS

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