

# JAYDEN SLAUGHTER



## Why Me?

I bring a collaborative, problem-solving mindset to every creative challenge, focusing on shaping ideas into intentional, impactful work. My approach is rooted in creative strategy, guiding how I apply design tools and digital platforms to drive meaningful audience engagement. I'm eager to continue learning and growing as I develop within the creative industry.



## Education

### Expected in May 2027

BAMC with a concentration in Digital Advertising

BA in Sociology | Honors Minor

Louisiana State University, Baton Rouge, LA

### May 2023

Associates Degree in General Studies

Northwestern State University, Natchitoches, LA



## Work Experience

### Communications Intern | January 2025 – Current

Office of Admissions, Louisiana State University

- 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, Louisiana State University

- 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, Louisiana State University

- 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

Office of Admissions, Louisiana State University

- 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

## Contact



[jaydenslaughter.com](http://jaydenslaughter.com)  
Portfolio Website



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[@jaydenslaughter\\_](https://www.instagram.com/jaydenslaughter_)



(337) 378-4340

## Tools

Adobe Creative Suite

Canva

Kinemaster

Qualtrics

SimplyAnalytics

MRI Simmons

Slate (CRM)

Modern Campus (CMS)

## Certifications

Google Analytics 4

Google Ads

## Extracurriculars

LSU Advertising

Federation

LSU Painted Posse

LSU Student Media

BCM at LSU

Intramural Flag Football