

Columbia MO, 65201  
(901) 378-5752  
[MEAKDF@UMSYSTEM.EDU](mailto:MEAKDF@UMSYSTEM.EDU)  
[Portfolio](#)

**SKILLS**  
Adobe Creative Suite. Canva.  
Graphic Design. Layout. Production. Video Editing.  
Web Development. HTML & CSS Coding. AI Integration.

# MEGHAN ASLIN

*Goal: Junior Art Director or Junior Graphic Designer.*

## EXPERIENCE

### MOJO Ad, Columbia MO—Art Director

August 2025 - PRESENT

- Direct all visuals for a national Bath & Body Works campaign (Fall 2025) and national audience research campaign, State of the YAYA (Spring 2026).
  - Entrusted with a \$5M budget, generating a total of 452M impressions.
  - Create and mock up all graphics, digital windows, and out of house experiences.
  - Lay out a 10 & 12-spread Strategy Plan Book outlining campaigns.
  - Lead all creative meetings, pitches, and client presentations.
    - Complete original team internal brandings, includes Logo, Word face, Typeface, Tees, Videography, Photography, & Illustrations.

### Office of Community Engaged Learning, Columbia MO— Marketing & Communications Lead

January 2024 - January 2026

- Run and edit office website through WordPress CMS.
- Lead and conduct in-depth interviews with students, faculty, and partners.
- Film, direct, edit and post promotional videos and social media content for office initiatives.
- Coordinated and photographed 70+ headshots, edits pictures, and created a website page.
  - Secured 40% increase in program funding because of marketable visibility.
  - Traveled to Thailand with a student service group to capture content.

### Matchbook Marketing Advertising Agency, Columbia MO— Graphic Designer & Production Specialist

August 2024 - August 2025

- Created all social media and print graphics for local brands.
- Track and analyze social media engagement.
- Film, direct, edit and post reels and videos.

## EDUCATION

**GPA: 3.8**

### University of Missouri, Columbia MO—BA in Journalism with an Emphasis in Strategic Communications

August 2022 - May 2026

- Minor in Floral Artistry & Management
- Vice President, *Journalism School Documentary Club*
- Graphic Designer, *Vox Magazine*

### St. Mary's Episcopal School, Memphis TN—Emphasis in Journalism

August 2018 - May 2022

- Newspaper Editor-In-Chief

## References:

Frank Corridori: [corridorif@missouri.edu](mailto:corridorif@missouri.edu) (573) 884-9615 | Graham McCaulley: [McCaulleyG@umsystem.edu](mailto:McCaulleyG@umsystem.edu) (573) 882-1928  
Jon Stemmler: [stemmlerj@missouri.edu](mailto:stemmlerj@missouri.edu); (573) 882-6225 | Jamie Flink: [flinkjb@missouri.edu](mailto:flinkjb@missouri.edu) (573) 882-1390

