

ISAAC LEWIS

isaaclewis3@icloud.com | 573-823-3683 | Columbia, MO
<https://www.linkedin.com/in/isaaclewiis/> ● www.isaaclewiis.com

SUMMARY Student at the University of Missouri–Columbia pursuing a B.J. in Strategic Communication with a minor in Art. Former Art Direction Intern at VML and current Art Director at MOJO Ad, co-leading the Bath & Body Works campaign. I create visual systems that combine design, storytelling, and strategy, with experience in graphic design, creative direction, and AI-driven content.

WORK EXPERIENCE	Role	Timeline
	Art Director, MOJO AD <ul style="list-style-type: none">Co-lead creative direction for the Bath & Body Works campaign.Design visuals, mockups, and presentation materials aligned with strategy.Collaborate with another art director, a copywriter, and a videographer to deliver cohesive campaign work.	August 2025 - Present
	Graphic Designer, The University of Missouri - School of Journalism <ul style="list-style-type: none">Design graphics for the Strategic Communication department.Adapt visuals to brand standards and edit existing images as needed.	July 2025 - Present
	Teaching Assistant, The University of Missouri - School of Journalism <ul style="list-style-type: none">Support art direction instruction and student concept development.Provide critique feedback and assist with course management.	June 2025 - Present
	Research Assistant, The University of Missouri - School of Journalism <ul style="list-style-type: none">Conduct research on AI as a Gregory Scholar under Dr. Shelly Rodgers.Contribute to strategic communication projects focused on underserved communities.Support initiatives to improve industry practices through innovative research.	July 2024 - Present
	Art Director Intern, VML <ul style="list-style-type: none">Developed visuals for Elanco, United Soybean Board, and Negro Leagues Baseball Museum.Led art direction on social content for Covered California and an intern-led Mondelēz campaign.Designed Elanco pitch work selected for client presentations.	June 2025 - Aug 2025
	Communications Assistant, The University of Missouri <ul style="list-style-type: none">Managed the Department of Architectural Studies' website and social media, focusing on strategy, content, and storytelling.Launched a new site, produced 25+ features, and promoted events, research, and achievements.Grew channels, including 6,000% Instagram reach and 36,000+ annual LinkedIn impressions.	July 2023 - June 2025

EDUCATION	Degree	Timeline
	Bachelor of Journalism, Emphasis In Strategic Communication <ul style="list-style-type: none">University of Missouri - ColumbiaMinor: Art Final CGPA: 3.76	Aug 2022 - May 2026
	Master of Arts, Journalism, Emphasis In Strategic Communication <ul style="list-style-type: none">University of Missouri - Columbia	Aug 2025 - May 2027

LEADERSHIP & INVOLVEMENT	Organization	Role
	The University of Missouri - Columbia	<ul style="list-style-type: none">Co-Founder & Creative Director, Visual Communications Club (Aug 2023 – Present)Executive Director, Filling In The Space (April 2025 - Present)Director of PR, Caring For Columbia (May 2024 – May 2025)Graphic Designer, Matchbook Marketing (Jan 2024 - May 2024)Graphics Editor, The Maneater (May 2023 - May 2024)Director of Art & Design, The Residence Halls Association (Sep 2022 - Aug 2023)

KEY SKILLS	Skills
	<ul style="list-style-type: none">Creative Concept DevelopmentAI LiteracyVisual StorytellingGraphic DesignCampaign Development & ExecutionTeam Leadership & CollaborationArt Direction & Style Guide ManagementAdobe Creative Suite (Photoshop, Illustrator, InDesign)Content Strategy & Storyboarding