

ISAAC LEWIS

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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	Art Director, MOJO AD	August 2025 - Present
	<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.	
	Graphic Designer, The University of Missouri - School of Journalism	July 2025 - Present
	<ul style="list-style-type: none">• Design graphics for the Strategic Communication department.• Adapt visuals to brand standards and edit existing images as needed.	
	Teaching Assistant, The University of Missouri - School of Journalism	June 2025 - Present
	<ul style="list-style-type: none">• Support art direction instruction and student concept development.• Provide critique feedback and assist with course management.	
	Research Assistant, The University of Missouri - School of Journalism	July 2024 - Present
	<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.	
	Art Director Intern, VML	June 2025 - Aug 2025
	<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.	
	Communications Assistant, The University of Missouri	July 2023 - June 2025
	<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.	

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

LEADERSHIP & INVOLVEMENT	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	<ul style="list-style-type: none">• Creative Concept Development• AI Literacy• Visual Storytelling• Graphic Design• Campaign Development & Execution	
	<ul style="list-style-type: none">• Team Leadership & Collaboration• Art Direction & Style Guide Management• Adobe Creative Suite (Photoshop, Illustrator, InDesign)• Content Strategy & Storyboarding	