



# joy boykin

ADVERTISING  
STUDENT


*With an  
Emphasis in  
Art Direction  
and Strategy*

## CONTACT

 joynboykin@utexas.edu

 (830)765-6846

 /in/joy-boykin

 joyboykin.com

## JOB SKILLS

- Campaign Strategy
- Art Direction
- Copywriting
- Branding
- Research & Analytics
- Graphic Design
- Web Design
- Social Media
- Customer Service Experience  
*(an extensive amount not listed)*
- Team Management

## SOFTWARE + APPS

- Microsoft Suite
- Google Suite
- Adobe Creative Cloud  
*(Photoshop, Illustrator, InDesign, Premiere Pro)*
- Wix, Squarespace, WordPress
- Canva, Procreate
- Slack, Trello
- Amazon Certification
- Google Analytics
- Google AdWords
- Tableau

## PASSIONS

- Trail Walking
- Lake Swimming
- Dog Loving
- Art Making
- Music Playing

## EDUCATION

### UNIVERSITY OF TEXAS AT AUSTIN

B.S. Advertising | Business Administration Minor  
Fall 2019 - Spring 2023

## RELEVANT EXPERIENCE

### REACH AGENCY

Creative Intern | Spring 2023

- Design and edit deliverable for clients ranging from Renew Life to Hot Pockets
- Concept thought starters for talent
- Conduct internal and external reviews of pitches
- Manage Reach Agency's social media accounts

### FREELANCE

Creative | Spring 2022 - Present

- Design pitch decks, illustrate EP covers, paintings, product photography etc. ,

### TEXAS CREATIVE

Art Director | Fall 2021 - Fall 2022

- Create mock campaigns for existing brands from strategy to the final product in various mediums including print, video, radio, social, and experiential
- Adjust work according to feedback
- Analyze and critique classmate's work

### TEXAS MEDIA & ANALYTICS

Strategist | Fall 2021 - Spring 2022

- fine-tune skills in critical reasoning, data-driven decision making and inspired strategic planning.
- Create full strategic media plans for the real clients, such as the NBA and Pluckers

### AUSTIN PETS ALIVE!

Marketing & Communications Intern | Fall 2020

- Design flyers, banners, and posts
- Write press releases, blog posts, and pet impact stories
- Shoot content at the APA! shelter