

# EMMA LOUISE MCNAIL

EMMAMCNAIL.COM  
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## EMPLOYMENT

### BuzzFeed

#### Freelance Junior Designer

JUNE 2021 - PRESENT

Member of BuzzFeed's Art Desk specializing in branded content. Work with client's existing assets to create content & materials that fit BuzzFeed's editorial and technical specifications. Work with account managers, writers and the tech team to create cohesive content that's in line with client's expectations efficiently.

### MU School of Visual Studies

#### Technical Assistant

JAN. 2021 - MAY 2021

Managed the graphic design labs after hours. Answered questions from graphic design students about technique and software.

### Office of Undergraduate Research

#### Graphic Designer

JAN. 2020 - JAN. 2021

Branded events, created campaigns and redesigned marketing materials for the office using Adobe Creative Suite.

## EXPERIENCE

### National Student Advertising Competition

#### Graphic Designer

AUG. 2020 - JUNE 2021

Worked as a creative on Mizzou's 20-person team. Lead in planning, designing and developing the plans book and worked with team members to brainstorm and execute tactics.

### American Advertising Federation - Mizzou Chapter Creative Director & Social Media Coordinator

JAN. 2020 - DEC. 2020

Rebranded the Mizzou chapter of AAF. Designed graphics and managed three social media platforms to keep a consistent and relevant presence.

## AWARDS & RECOGNITION

### AAF-KC Gold ADDY (2021)

Category: Integrated Advertising Campaign  
Client: Coolhaus

### AAF-KC Gold ADDY (2021)

Category: Website (Desktop or Mobile)  
Client: PeacockTV

### AAF District 9 Silver ADDY (2021)

Category: Integrated Advertising Campaign  
Client: Coolhaus

### AAF District 9 Judge's Citation (2021)

Category: Integrated Advertising Campaign  
Client: Coolhaus

### NSAC District 9 First Place (2021)

Client: Tinder

## EDUCATION

### University of Missouri | Columbia, MO

AUGUST 2017 - MAY 2021

Bachelor of Journalism, emphasis in Strategic Communication

Bachelor of Art, emphasis in Graphic Design

Graduated Magna Cum Laude from the School of Journalism, College of Arts & Science and the Honors College.

### Florence University of the Arts

MAY 2019 - JUNE 2019

Studied in Florence, Italy through the University of Missouri  
Relevant coursework: Problems in Journalism

### Medill Northwestern High School Journalism Institute

JUNE 2016 - JULY 2016

Highly selective five-week residency for U.S. and international high school students. Included writing, editing, photography, video, producing, ethics and digital media.