

PAYTON STROBEL

Art Director

515-443-0351



Payton Strobel



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EDUCATION

University of Missouri-Columbia

Strategic Communications

Expected graduation May 2027

Waukee Northwest High School

Graduated May of 2023

SKILLS

Photography

- Expert knowledge of Canon and Nikon DSLR cameras
- Experienced in Adobe Photoshop and Lightroom

Videography

- Knowledgeable in Adobe Premiere Pro
- Experience creating short form video content
- Proficient in filming and preparing for visual interviews

Design

- Design layouts for print magazines and newspapers
- Design graphic illustrations for web articles
- Design branded campaign elements for print, web, social, and OOH
- Creating posters and social media promotional content
- Expert knowledge of Adobe Illustrator, Adobe InDesign, and Canva

AI

- Prompt writing for graphics, photos and videos
- Manipulate AI generations to be unique and brand focused
- Expert knowledge in ChatGPT, AdobeFirefly, MidJourney and Google Notebook

ACTIVITIES AND ACHIEVEMENTS

- Deans List: Fall 2023, Spring 2024, Fall 2024, Spring 2025
- Iowa High School Press Association 2023 Journalist of the Year Runner-Up
- MCMA First Place Cover Page Design
- Silver Cord Recipient (175 community service hours)
- National Honor Society

PROFESSIONAL EXPERIENCE

Fierce Creative Agency Intern

Fierce Creative Agency | Sept 2024-Current

- Design LinkedIn carousels, social media content, and feature web banners for a wide range of clients and brands
- Write alternative text for photos published on websites
- Gather and record analytics for our client's social media each month
- Work with a team of videographers, photographers, designers, and writers to create content for brands all over the U.S.

McCann Prague Art Direction Intern

McCann Prague | July 2025

- Collaborated with a cross-cultural team of Mizzou and Czech students to develop a full campaign project for client Dr. Max during a study-abroad internship at McCann Prague
- Served as Art Director responsible for designing the strategic plan book and final client presentation
- Developed creative concepts and visual executions that aligned with and elevated the team's strategic insights
- Combined strategic planning with visual storytelling to produce cohesive, high-quality work in an international agency environment

MU Visual Communications Club Co-Founder

University of Missouri | April 2024-Current

- Design promotional social media and print content
- Prepare design challenges for each meeting
- Coordinate meetings with experienced designers and creators to present at meetings

MU Student Affairs Graphic Design Intern

University of Missouri | Feb 2024-May 2024

- Completed over a dozen design packages for various MU clubs, organizations, and services. These included socials, posters, sandwich boards, and email headers
- Participated in the editing process for every assigned project, including reviews, edits, and exports
- Collaborated with a team of adult designers and videographers throughout the internship
- Achieved deadlines and managed multiple projects per week

Maneater Graphics Editor

University of Missouri | May 2024-May 2025

Assistant Editor | Oct 2023-May 2024

- Work closely with the editorial board to provide graphics and visual elements to accompany written stories
- Provide feedback to staff members of the section on their graphic works
- Guide others to understand the Adobe Suite applications