

JACOB LUEBBERT

816.286.8820 | jdlube@gmail.com | Columbia, MO | [Linkedin.com/in/jacobbluebbert](https://www.linkedin.com/in/jacobbluebbert) | jacobbluebbert.com

PROFESSIONAL SUMMARY

- More than five years of training and professional experience in multimedia journalism and editing, including:
 - photo, video and audio production
 - documentary photography and videography
 - studio photography and lighting
 - training in drone photography and videography

EXPERIENCE

VISUAL JOURNALIST

January 2021 – May 2021, January 2024 – May 2025

Columbia Missourian, Columbia, MO

- Photographed, edited and produced photo packages and short documentaries.
- Travelled around the state of Missouri and gathered thousands of images, hours of video and dozens of interview clips, all while keeping in mind time constraints and deadlines.
- Shot a variety of shorter video assignments and learned how to ingest video and photos into the Columbia Missourian's archival and content management software.

COORDINATOR, POYi AND CPOY

December 2023 – May 2025

Columbia, MO

- Checked hundreds of photographic, video and multimedia submissions for Pictures of the Year International and College Photographer of the Year, two photo competitions led by Lynden Steele, Jackie Bell and Marie De Jesús.
- Helped run the competitions by reading captions, reaching out to participants with questions, keeping track of votes and running both competitions' live-streamed judging periods.

CONSULTANT, ASSOCIATED PRESS

January 2022 – May 2022

Columbia, MO

- Designed a plan to increase engagement for the Associated Press' YouTube channel for a capstone project.
- Reported new findings directly to the senior director for AP News, Will Federman, on a weekly basis.
- Created a survey and guided audience interviews to better understand AP YouTube viewers.
- Led an overhaul of the "AP Top Stories" videos, giving each one a new thumbnail and title.
- Presented data, answered questions and offered solutions to the AP in a final presentation.

VISUAL EDITOR

August 2021 – December 2021

Columbia Missourian, Columbia, MO

- Managed photojournalists while pitching and assigning stories depending on ability, interest and schedule.
- Produced and edited video stories, including a short video project about a peace activist in Columbia.
- Worked alongside the managing editors to help plan upcoming newspapers during budget meetings.
- Edited many different photo assignments with storytelling and visually appealing photography in mind.
- Aided the design desk in assembling the newspaper's pages in a way that highlighted the paper's visuals.

EDUCATION

Bachelor of Journalism (Multimedia Producing)/ University of Missouri, Columbia, Missouri

May 2022

Master of Arts, Journalism (Photojournalism)/ University of Missouri, Columbia, Missouri

December 2025