

JACOB LUEBBERT

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PROFESSIONAL SUMMARY

- More than five years of training and professional experience in multimedia and visual journalism, including:
 - Photo, video, and audio editing
 - Documentary photography and videography
 - Studio photography and lighting
 - Multimedia training in drone photography, videography, and social media
 - Photoshop, Premiere, Audition, and Photo Mechanic

EXPERIENCE

VISUAL JOURNALIST

January 2021 – May 2021, January 2024 – June 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/audio and dozens of interview clips, all while keeping in mind time constraints and deadlines in a fast-paced environment.
- Shot a variety of shorter video assignments and learned how to ingest video and photos with proper AP style captions and ITPC metadata into the Columbia Missourian's archival and content management software.
- Wrote multiple short articles to accompany photo stories and essays in which a reporter could not be present.

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 and Jackie Bell.
- 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 in an effort to better understand AP YouTube viewers.
- Led an overhaul of the "AP Top Stories" videos, giving each one a new thumbnail and title.
- Presented Google Analytics 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.
- Used scheduling tools to present the Columbia Missourian's visuals across a variety of social media platforms.
- 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
Master of Arts, Journalism (Photojournalism)/ University of Missouri, Columbia, Missouri

May 2022
December 2025