Columbia, MO 65201 | (660) 473-9069 | Deaconjlipsmeyer@gmail.com

DEACON LIPSMEYER

EDUCATION

University of Missouri, Columbia, Missouri
Bachelor of Journalism | Expected May 2028
Psychology Minor | Expected December 2026
Dean's List, Fall 2024 - Spring 2026 • 3.76 GPA • Honors College Member

SKILLS

- Social Media Strategy
- Brand Voice & Copywriting
- Adobe Creative Suite
- Visual Storytelling
- Photography, Video & Aerial Content
- Reels & Short-Form Video
- Audience Growth & Analytics
- Arts & Culture Reporting

EXPERIENCE

Mizzou Student Media, Columbia, MO — Aug 2026 - Present
Marketing Lead
- Led photo and social media campaigns celebrating Homecoming and strengthening Mizzou Student Media's campus presence.
- Collaborated with team members to create recruitment-focused posts encouraging students to join the organization.
- Designed an apparel collection celebrating Mizzou Student Media's identity and community.

Jellystone Park™ Mark Twain Lake, Monroe City, MO — May 2026 - Sep 2026
Social Media Manager
- Produced branded graphics and short-form video content aligned with the park's visual identity and tone.
- Captured photo, video, and aerial content showcasing park amenities, events, and guest experiences.
- Drove consistent month-over-month growth in views, post interactions, and follower count through targeted social campaigns.
- Generated an average of more than 90,000 views per week across social media content.

Boonslick Chordbusters, Columbia, MO — Jan 2026 - Present
Social Media Manager
- Develop recruitment-focused social content designed to grow membership and increase rehearsal and concert awareness.
- Promote performances, community partnerships, and sponsorship opportunities while maintaining a consistent, approachable brand voice.
- Support concert publicity and community outreach initiatives aimed at attracting new singers and expanding local awareness.

Music Factory, Columbia, MO — Jan 2026 - Present
Content Specialist
- Produce branded promotional content for live music events, including themed campaigns, social assets, and photoshoot concepts.
- Coordinate with venues, artists, and event teams to support show promotion and strengthen Music Factory's visual identity.
- Lead social media photoshoot campaigns and develop creative concepts across event marketing materials.

The Maneater, Columbia, MO — Aug 2025 - May 2026
Staff Writer
- Reported, photographed, and wrote arts and music stories focused on the Columbia community and local creative scene.
- Interviewed artists, students, and community sources and collaborated with editors to publish accurate features on deadline.
- Researched campus events and developed timely story ideas for student audiences.

PROFILES

- LinkedIn: linkedin.com/in/deacon-lipsmeyer-010aab266
- Instagram: @Deaconcable
- Bluesky: @Deaconcable