



MASON PIPPENGER

DIGITAL MEDIA SPECIALIST/ WRITER/ PHOTOGRAPHER

CAREER EXPERIENCE

FREELANCE | Writing, Photography, & Social Media Services

June 2018 - Present Chicago, IL

Social Media Strategy & Management

- Developed and executed targeted social media strategies for clients, such as Episcopal Charities, leading to a 370% increase in online engagement and audience growth. Managed client relations, set rates, and negotiated contracts to enhance digital presence and meet unique marketing objectives.

Writing & Editorial Work

- Promoted and published personal written works, collaborating with publications to secure features that expanded readership and brand exposure. Contributed to editorial projects, marketing copy, and content creation for clients across multiple industries, such as restaurant industries and non-profit activism organizations.

Photography & Visual Content Creation

- Produced core photography content and promotional materials for TubLove: A Poetry Art Book, leveraging strategic social media marketing to sell 1,000+ self-published copies.
- Created visual assets for brands and individuals to enhance their storytelling and online branding.

2 BEARS TAVERN GROUP | Social & Digital Media Manager

June 2022 - January 2025 Chicago, IL

- Developed and executed social media strategies across Instagram, Facebook, X, and TikTok for 4 LGBTQ+ nightclubs/bars, posting 10+ pieces of content daily, increasing followers by more than 325% over 2.5 years.
- Developed and maintained a 14+ day content calendar in collaboration with the Director of Operations.
- Produced high-quality copy that balanced brevity with informative value, aligning with each bar's unique voice/ audience (e.g., late-night leather bar vs. morning-engaged drag bar) and enhancing user engagement.
- Managed real-time social media engagement, cultivating a vibrant community by responding to messages, interacting with local sponsors, and engaging with Chicago-based partners.
- Coordinated and captured live events, including Stories, Live Tweets, and photography, which boosted social interactions during on-site events.
- Applied SEO/SEM best practices to enhance content visibility and drive engagement, supporting sales and increasing ROI for social media campaigns.

POPSUGAR | Contributing Writer

April 2020 - July 2023 Remote

- Pitched, researched, and executed 10+ stories for PopSugar, ensuring that it resonated with the publication's audience.

VERGE CAMPUS | Contributing Writer

December 2017 - May 2018 Muncie IN

- Produced weekly articles on pop culture and university events, increasing readership through active promotion on social media platforms and collaborating with editors to refine story ideas and improve overall content quality.

A FEMINIST THREAD | Creative Director

August 2017 - February 2018 Muncie IN

- Curated art submissions to align with the publication's mission and aesthetic.
- Promoted new issue releases on social media, increasing visibility and readership.
- Organized and compiled art for end-of-year gallery and exhibition.

PROFESSIONAL EXPERIENCE

DIGITAL MEDIA & PHOTOGRAPHY SPECIALIST | May 2017 - Present Muncie, IN

Clients Include: Sidepiece Magazine, Ball Bearings Magazine, Reagan Lynn Photography

- At Sidepiece Magazine, as a Fellowship member and Editorial Intern, I played a key role in creating digital and print content, collaborating with local photographers and stylists to produce compelling visuals, which contributed to broader editorial perspectives and increased social media engagement.
- At Ball Bearings Magazine, created and scheduled social media posts to promote stories, pairing engaging photography with written content to increase readership and interaction within the campus community.
- As an intern at Reagan Lynn Photography, I assisted with concept development and photoshoots, creating blog content and helping drive website traffic through thoughtful storytelling and high-quality imagery.

VOLUNTEER EXPERIENCE

IMPULSE CHICAGO | Advocacy Director

January 2025 - Present

IMPULSE CHICAGO | Marketing Director

January 2023 - December 2024

FEMINISTS FOR ACTION | Public Relation Director

January 2017 - May 2017

EDUCATION

BALL STATE UNIVERSITY | Muncie, IN
Bachelor of Science - Magazine Journalism
Minor - Emerging Media and Prof. Writing

CONTACT

- 📞 Mobile: 956-578-3317
- ✉️ mason.pippenger@gmail.com
- 🌐 masonpippenger.wixsite.com/create

CORE SKILLS

- Social Media Strategy
- Creative Management
- Content Creation
- Adaptable Planner
- Intrapersonal Communication
- Conflict-Resolution

REFERENCES

Mark Robertson - 2 Bears Tavern
Group President / CEO
312-952-8534
mroberston@2bearstaverngroup.com

Aubrey Smith - Sidepiece Magazine
Editor-in-Chief
765-716-5763
aubrey.smith@sidepiecemagazine.com

Mark Massé - Ball State University
Journalism Professor
765-215-4530
markmasse3258@gmail.com

Zach Hood - Argonne National Laboratory
Group Leader, Adv. Electrochemical Materials
412-576-2605
zhood@anl.gov