

Reuben J. Brown

w reubenjbrown.com
e reubenjbrown@protonmail.com

li /in/reuben-j-brown
ig @reubenj.brown
p +1 (623) 221-1251

I am a multimedia journalist with a background in design and audience strategy. I am interested in very big systems, the people shaping them, and the people they shape.

Experience

Reynolds Center for Business Journalism | Steele Fellow in Investigative Business Journalism 2025–26 | Phoenix, AZ

- + Wrote several stories for the Center’s website across audience strategy, startups, energy, and investigations
- + Judge for the 2025 Bartlett and Steele awards for best investigative business journalist under 35

The Architectural Review | Digital Editor 2023–25 | London

- + Spearheaded a strategic newsletter redesign initiative, driving 80% increase to article click-through rates and 140% boost to subscriptions click-through
- + Wrote building studies, profiles, book reviews, and international exhibition coverage, selected three issue covers
- + Edited, subedited, fact-checked and proofed articles for print and online publication; introduced a new proofing workflow to ensure the accuracy of science-based stories
- + Developed new social media formats driving a 30% increase in YoY impressions and 35% increase to engagement rates
- + Worked closely with the CEO and Managing Directors on steering AI strategy across parent company of 600 employees, leading an internal seminar on AI workflow efficiencies attended by 100 journalists
- + Designed and edited complex informational graphics, implementing efficiency gains to shave 40% off production time.
- + Promoted from Editorial Assistant after one year for my outsized impact on digital audience strategy

The World Around | Production Assistant 2022 | London

- + Secured US\$10,000/mo in Google Ads funding for non-profits and managed AdWords campaigns
- + Devised and implemented new YouTube video thumbnail and title standards, increasing CTRs by 85%
- + Advised the Young Climate Prize cohort of 25-under-25 on audio production and storytelling

BBC Maestro | Production Assistant Jun–Oct 2022 | London

- + Maintained script notes and continuity on multiple week-long TV shoots for a factual entertainment programme
- + Served as stills photography assistant to editorial photographer Gareth Iwan Jones

University of Cambridge Architecture Society | President 2022–23 | Cambridge

- + Delivered an exhibition in Central London presenting the work of 250 students, produced and funded independently
- + Led a 45-strong committee producing events, publications, exhibitions, talks and life drawing classes
- + Edited and redesigned ARCSOC’s annual publication, cutting production costs by 40%
- + Raised £42,000 through corporate sponsorships, events sales and memberships
- + Developed a new website generating new ecommerce revenue and centralising data resources

Education

Walter Cronkite School of Journalism, Arizona State University 2025–26 | Phoenix, AZ
Master’s of Investigative Journalism

- + Classes in multimedia storytelling, audio and video production, photojournalism, transnational depth reporting, ethics, accountability, and investigative methods

2020–23 | Cambridge

University of Cambridge
BA (Hons), Architecture. 3.8 GPA equivalent

- + Thesis title: “Energy Revolutions and Just Transitions in the Plan to Power Europe with ‘Infinite’ Sahara Sun”, reporting in Morocco supported by a £1,500 research grant from Fitzwilliam College.
- + Contributing writer to *Varsity*, *The Cambridge Review of Books*, the university festival podcast, and *The Cambridge Student*

Skills

Video and Audio	Graphic Design	Photography	CMS and Analytics	Web Development
Adobe Premiere, Audition, After Effects, Apple Logic Pro, Final Cut Pro	Adobe InDesign, Illustrator, Affinity Designer, Autocad, Rhino	Adobe Lightroom, Photoshop, Mirrorless, DSLR, and analogue, off-camera flash, drone photo and video	WordPress, Google Analytics, Microsoft Excel, Adobe Campaigns, Shopify, Upland Adestra, Postcards newsletters	GitHub, VS Code, Claude Code, HTML, CSS, JS
				U.K. driving license

