

# Reuben J. Brown

I am a multimedia investigative journalist with a background in design. 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

- + Reported stories and produced social video covering various business topics and interviews with business journalists
- + Judged the 2025 Bartlett and Steele Awards for best young investigative business journalist

The Architectural Review | Digital Editor 2023–25 | London

- + Wrote building studies, profiles, book reviews, and covered international exhibitions and events for print and digital
- + Edited, subedited, fact-checked and proofed articles for print and online publication
- + Managed social media accounts with an audience of 200,000. Designed new post formats driving a 30% increase in year-over-year impressions and a 35% increase to engagement rates
- + Selected issue covers and edited photography for several stories for the monthly print magazine; Delivered an editing masterclass session to the MASS photography collective and its mentorship program
- + Spearheaded a strategic newsletter redesign initiative, driving an 80% increase to article click-through rates and a 140% boost to subscription click-through rates
- + Worked closely with the CEO and Managing Directors on steering AI strategy across parent company of 600 employees. I lead an internal seminar on AI-enabled workflow efficiencies attended by 100 journalists
- + Designed and edited complex vector 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

Freelance Photojournalist July 2023–

- + Filed assignments for *The Wall Street Journal*, *The Architectural Review*, and *Panoramic*
- + Assisted Gareth Iwan Jones on multiple stills shoots for the BBC and architectural photographer Luke Hayes
- + Attended the 2025 Atlanta Photojournalism Seminar and several UK photography workshops

The World Around | Production Assistant 2022 | London

- + Designed YouTube thumbnails and titles to increase CTRs by 85% for the New York-based design conference platform
- + Secured US\$10,000 per month in Google Ads funding for nonprofits and managed AdWords campaigns
- + Advised the Young Climate Prize cohort of 25-under-25 on audio production and storytelling

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 e-commerce revenue and centralizing data resources

## Education

Walter Cronkite School of Journalism, Arizona State University 2025–26 | Phoenix  
MA, Investigative Journalism

- + Coursework including in international reporting, ethics, law, accountability, investigative methods, business reporting, multimedia storytelling, audio and video production, photojournalism

University of Cambridge 2020–23 | Cambridge  
BA (Hons), Architecture. 3.8 GPA-equivalent

- + Dissertation supported by a £1500 grant to conduct reporting on renewable energy development in Morocco
- + Contributor to *Varsity*, *The Cambridge Review of Books*, the University Festival Podcast, and *The Cambridge Student*

## Skills

Photography	Web Development	Video and Audio	CMS and Analytics	Graphic Design
Adobe Lightroom, Photoshop, mirrorless photography, off-camera flash, drone photography, AP captioning	GitHub, VS Code, Claude Code, HTML, CSS, JS	Adobe Premiere, Audition, After Effects, Apple Logic Pro, Final Cut Pro	WordPress, Google Analytics, MS Excel, Adobe Campaigns, Shopify, Upland Adestra, Postcards newsletters	Adobe InDesign, Illustrator, Affinity Designer, AutoCAD, Rhino 3D
				U.K. driving license

