

Reuben J. Brown

I am a multimedia investigative journalist with a background in design. I work as a writer, photographer and editor on stories about big systems, the people shaping them, and the people they shape. I have strong skills in data analysis and visualization, think deeply, and learn fast.

Experience

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

- + Reported several stories and produced short-form social video covering global energy, health, and publishing businesses
- + Published a data-driven multimedia special report, *Cracking the Sun*, covered the effects of China's solar manufacturing dominance and global efforts to diversify supply chains
- + Judged the 2025 Bartlett and Steele Awards for investigative business journalism and conducted the annual salary survey
- + Attended training opportunities including the Atlanta Photojournalism Seminar and 2026 SABEW conference

Freelance Journalist 2022– | Various

- + Photojournalism in publications including *The Wall Street Journal* and *Icarus Complex*, and displayed in various exhibitions
- + Assisted production on multiple week-long factual TV productions for the BBC
- + Awarded a 2026 National Press Photographers Scholarship for \$2,500

The Architectural Review | Digital Editor 2023–2026 | London

- + Wrote building studies, profiles, book reviews, and covered international exhibitions and events for print and digital
- + Subedited, fact-checked and proofed articles for print and online publication
- + Selected issue covers and edited photography for several stories for the monthly print magazine
- + Spearheaded a strategic newsletter redesign initiative, driving an 80% increase in article click-through rates and a 140% boost to subscription click-through rates
- + Worked closely with the parent company CEO and managing directors on AI strategy, leading an internal seminar for 100 journalists on AI-enabled workflow efficiencies
- + Managed social media accounts with an audience of 200,000, designing new post formats to drive a 30% increase in year-over-year impressions and a 35% increase in engagement rates
- + Promoted from editorial assistant for outsized impact on digital audience strategy
- + Designed and edited complex vector graphics to illustrate print and digital publication, implementing efficiency gains to shave 40% off production time

The World Around | Production Assistant 2022 | New York, remote

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

Education

Walter Cronkite School of Journalism, Arizona State University 2025–26 | Phoenix
MA, Investigative Journalism. 4.0 GPA

- + Practice-based courses including long-form team and individual investigations, data journalism, international reporting, law and ethics, business reporting, multimedia storytelling, audio and video production, photojournalism

University of Cambridge 2022–23 | Cambridge
BA (Hons), Architecture

- + Dissertation on European-backed Moroccan renewable energy development supported by a £1,500 reporting grant
- + Contributing writer for *Varsity*, *The Cambridge Review of Books*, university festival podcast and *The Cambridge Student*

Skills

Data and Code

Python, SQL, Excel, GitHub, VS Code, Claude Code, HTML, CSS, JS

Photography

Mirrorless camera, Adobe Lightroom, Photoshop, Photo Mechanic, off-camera flash, aerial/drone, AP captions

CMS and Analytics

WordPress, Google Analytics, MS Excel, Adobe Campaigns, Shopify, Upland Adestra, Postcards newsletters

Visualization

Adobe InDesign, Illustrator, Affinity Designer, AutoCAD, Rhino 3D

Video and Audio

Adobe Premiere, Audition, After Effects, Apple Logic Pro, Final Cut Pro

full driving licence



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