

Phuong Kim Bui

Journalist.
Strategist.
Consultant.

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Education

**Executive Certificate in
News Innovation and
Leadership**, *Craig Newmark
Graduate School of
Journalism, City University
New York*
2020 – 2021

**B.A. Journalism and Mass
Communication**,
Iowa State University

Teaching and Mentoring

- Maynard Journalism Institute
- International Women's
Media Foundation
- Reynolds Journalism Institute
- First Draft Coalition
- Association of Independents
in Radio
- International Center for
Journalists

Work Experience

Founder and Principal, *Quen Media*

2024 – Present

- Partner with funders, newsrooms, and journalism support organizations to launch and grow news projects and build more inclusive cultures
- Clients include Press Forward, Listening Post Collective, Big Local News and newsrooms nationwide

Fellow, *John S. Knight Journalism Fellowship*

2023 – 2024

- Academic year fellowship at Stanford University
- Explored and published research series on how media shapes and represents complex identities, with focus on children of immigrants

Senior Director, Product and Audience Innovation, *The Arizona Republic (Gannett)*

2018 – 2023

- Managed breaking news, criminal justice, visuals, audience, bilingual storytelling teams
- Set standards for crime coverage for Gannett's West region (Oregon, California, Nevada, Arizona), transforming approach toward equity-focused reporting
- Restructured breaking news coverage desk, prioritizing community impact
- Led product-centered newsroom projects, like incorporation of natural language generation

Editor At Large, *NowThis*

2017 – 2018

- Launched a team focused on social, real-time breaking news reporting
- Anchored live, on-the-ground breaking news that became a documentary series
- Moderated panel discussions at public events
- Led newsroom training on reporting and ethics

reported.ly, First Look Media

Deputy Managing Editor

2015 – 2016

- Edited daily and longform stories, product managed web site and newsletter
- Led west coast daily production of platform-native reporting, curating and reporting on international stories

West Coast Producer

2014 – 2015

Awards and Recognition

50 Women Can Change the World in Journalism
2018

International Reporting Project South Africa Fellow
2016

NABJ-Poynter Leadership Academy for Diversity in Digital Media
2016

Best in Breaking News, Small,
Online Journalism Awards
2015

For reported.ly's Charlie Hebdo coverage

Best News Website, under 1 million unique visitors, Editor and Publisher
2012
Awarded to kpcc.org

Leadership and Affiliations

News Product Alliance
2020 – present
Founding member

Asian American Journalists Association, Member
2011 – present
Program chair, AAJA V3 conference | 2013 - 2015
Board member, AAJA-LA chapter | 2011 - 2013

Online News Association
2013 – present
Vice President | 2019
Board secretary | 2018
Board member | 2013 - 2019

Senior Producer, Breaking News,
Digital First Media's Thunderdome

2013 – 2014

- Led coverage of breaking national and global news events
- Pitched and executed long form reporting and data projects

89.3 KPCC Southern California Public Radio

Interim Product Manager for Mobile News Experience

2013 – 2013

- Directed a team creating a bespoke set of mobile experiences for iOS and Android
- Defined roadmaps and features for products, including beta testing and user acquisition

Social Media Specialist and Community Editor

2010 – 2012

- Managed strategy for social media channels, led newsroom training
- Launched a local venture in South Los Angeles, OnCentral
- Created and moderated events related to current news

Associate Editor, Social Media and Outreach

2012 – 2013

Earlier roles

Managing Web Editor, Consumertrack | 2009 – 2010

Web Editor, The Loop 21 | 2008 – 2009

Night Web Producer, San Luis Obispo Tribune | 2007 – 2008

Reporter, North County Reporter | 2006 – 2007

Northland Bureau Reporter, City Government, Kansas City Star | 2005 – 2006

Projects and consulting

Founder and Host, Sincerely, Leaders of Color

Researcher, American Press Institute and Membership Puzzle Project

Consultant, Human Rights Center Investigations Lab, University of California Berkeley

Adjunct Professor, Annenberg School for Journalism and Communication, University of Southern California

Digital Editor, American Public Media's Marketplace