

Phuong Kim Bui

Journalist.
Leader.

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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

Leadership

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

Teacher and mentor
International Women's Media Foundation, First Draft Coalition, Reynolds Journalism Institute, International Center for Journalists, Association of Independents in Radio

Professional Experience

John S. Knight Journalism Fellowship, Fellow

2023 – 2024

- Academic year fellowship at Stanford University
- Researched and wrote about second generation and complex identities

The Arizona Republic,

Senior Director, Product and Audience Innovation

2018 – 2023

- Managed Visuals, Audience, Bilingual storytelling teams
- Set standards for community-focused crime coverage for West region (Oregon, California, Nevada, Arizona)
- Reformatted breaking news coverage desk
- Led product-centered newsroom projects like incorporation of natural language generation

NowThis, Editor At Large

2017 – 2018

- Launched a team focused on real-time reporting through social media that produced daily videos
- Anchored live, on-the-ground breaking news that became a documentary series
- Moderated discussions at 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

Digital First Media's Thunderdome,

Senior Producer, Breaking News

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

Awards

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

Organizations

News Product Alliance
2020 – present

Founding member

Asian American Journalists Association, Member
2011 – present

Program chair, 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

- 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

Consumertrack, Managing Web Editor

2009 – 2010

- Project managed developers, designers, freelance writers and interns
- Implemented branded content, ad integration, editorial practices, story budgets

The Loop 21, Web Editor

2008 – 2009

San Luis Obispo Tribune

Night Web Producer

2007 – 2008

North County Reporter

2006 – 2007

Kansas City Star, Northland Bureau Reporter, City Government

2005 – 2006

Freelance

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