

JACOB GREAVES

Experienced in UK, Middle Eastern, and Russian markets as a Correspondent and Communicator

EXPERIENCE

Freelance Presenter/Producer, Branded Content | ReutersPlus

01/02/22-Present

- Lead branded content projects for ReutersPlus in the GCC, delivering content from major international events, including COP28 and ADSW, designing and executing campaigns for impact.

Group Account Director, Energy | Burson, UAE

03/07/23-19/12/24

- Editor-in-chief for major UN environmental conference, delivering and overseeing all editorial and campaign content for the UNCCD COP16 Presidency. This included messaging, op-eds, press releases, ministerial speeches, hero videos, executive media training, media engagement strategies, and on ground international media management.
- Advised sector-leading companies and government ministries in the GCC region on best-practice for communications campaigns.

Account Director, Net Zero Transition | Madano | 15/06/22-15/06/23

- Crafted communications strategy for multiple energy and technology companies working in the net zero space.
- Wrote technical content, policy papers and annual reports for major energy companies.

Gulf TV Correspondent/Presenter | Reuters | 01/08/18-01/02/22

- Head of GCC coverage for Reuters Broadcast Solutions, responsible for regional output, breaking news reporting and packaged TV reports for international broadcast clients.
- I covered everything from breaking news and major geopolitical developments, regional business trends, reform initiatives and major sporting events. I regularly covered energy markets and diversification efforts.

SKILLS

- **Fifteen years as a reporter for top-tier outlets, eight with Reuters.**
- **Authoritative broadcast voice & on-air presence.**
- **Experienced leading branded content projects.**
- **Net zero and climate communicator**
- **Led UNCCD COP16 editorial**
- **Seasoned in climate, net zero and energy messaging**
- **Moderator**
- **Breaking news reporter experienced in pressured situations.**
- **Punchy, adaptable, and versatile writer.**
- **Specialised in decarbonisation and energy transition policy and communications.**
- **Trained in advising c-**



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Showreel:

<https://www.youtube.com/watch?v=9VXCSGfuyCc>

KEY LINKS

- Relied upon to deliver live market and commodity reports daily, and report on regional company news.
- As the sole live TV Correspondent in the Middle East for Reuters, I was on air daily, alongside planning and coordinating coverage for a large region. I also trained new reporters, and managed freelancers.
- I reported on the frontline of the COVID19 response, secured exclusive access to facilities and reported on the socio-economic impact. Regionally, I led production teams in the field, responding to breaking news incidents including Gulf tanker attacks.
- Routinely worked across multimedia platforms, regularly writing articles.
- Led regional branded content projects for Reuters.

UK TV Reporter | Reuters | 01/03/2015-01/08/2018

- Managed Brexit and UK political coverage for Reuters TV.
- This included planning and reporting months of EU referendum coverage. I also spearheaded extensive UK political coverage, responding to developing news and pitching and presenting unique features.
- I regularly reported from EU summits in Brussels and across Europe including G7 meetings. I led coverage at multiple World Economic Forums in Davos. I produced and reported a wide array of stories. From NATO- Russian tensions in the Baltics, to anti-migrant policies along Hungary's border and Brexit features across the bloc.
- Covered multiple elections in the UK and Germany and two major international sporting events, the 2018 football World Cup in Russia, and the 2015 Rugby World Cup in England.
- Founding team member of the first tailor-made broadcast news app from development, to launch and beyond. I gained invaluable experience in tailoring TV news for digital audiences.

UK Freelance Reporter | ITV News (ITN) | 01/06/2013-01/03/2015

- Covered a range of stories, from the royal birth build-up, to education, NHS reform and major international events.
- Mainly reporting for lunchtime and evening news national bulletins, alongside work for ITV London.
- Role included newsgathering for ITN, securing exclusive interviewees and responding to breaking news.

For examples of my work please click on the below links:

Showreel:

<https://www.youtube.com/watch?v=9VXCStGfuyCc>

Long form project I pitched, presented and edited looking at the dangers to democracy by the growth of digital campaigning:

<https://www.youtube.com/watch?v=ndkPWKK0msY&t=4s>

Exclusive report on seafarers who'd spent 43 months stranded at sea owing to a bankruptcy dispute:

<https://vimeo.com/800314929>

US President Donald Trump's first G7 Summit:

<https://vimeo.com/232686246>

Article:

<https://www.reuters.com/article/us-health-coronavirus-empirates-tourism-idUSKBN24822T>

- Nurtured a concise and adaptable writing style, quickly self-editing packages for broadcast.

Brussels/Lyon Freelance Reporter | euronews | 01/11/2013-01/03/2015

- Packaging and live reporting on major global news, including live reaction to the death of Nelson Mandela.
- Reported from Brussels bureau on key EU developments.

Roving Correspondent | RT | 2009-2012

- Extensive breaking news experience, flying around Russia covering events such as the Domodedovo airport attacks, sinking of the Bulgaria cruise ship and the Sakhalin oil rig disaster.
- Pitched and executed coverage critical of Putin and extensively reported on the growing protest movement and anti-corruption protests. Also covered issues such as hazing in the Russian military and abuse in the police.
- Covered parliamentary vote in Greece and the ensuing anti-austerity protests. Also led crews in the field during mass demonstrations in Spain and Greece, amid safety hazards of tear gas and rubber bullets.

EDUCATION

TV Current Affairs Journalism Diploma | 07/2008 | City University London

Passed with merit, including 1st from media law module.

2:1 BA Hons History | 06/2007 | University of Exeter

Studied contemporary history

A levels | 06/2004 | Collingwood College

History **(A)** Business Studies **(A)** Media Studies **(A)**, English Literature AS **(B)**