

# Maria J. Heim

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## EDUCATION

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**Northwestern University | Medill School of Journalism, Media, Integrated Marketing Communications** **Evanston, Ill.**  
*Bachelor of Science in Journalism, International Studies, minor in Business Institutions* *expected: June 2025*  
Dean's List 9/12 quarters, Honors in International Studies.

## REPORTING & CONTENT EXPERIENCE

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### NBC News

**New York, N.Y.**

*Nightly News with Lester Holt News Intern*

*June 2024 – August 2024*

- Researched and covered stories for Nightly News and shared digital pieces airing on national television.
- Pitched, produced and edited news stories managing a range of topics daily for an average 7.6 million viewers.
- Coordinated production and multimedia components covering the 2024 Olympic Games with viewership up by 79%.
- Created a digital strategy plan for Nightly News Kids to reach new and young audiences using social media.

### Medill News Service

**Washington D.C.**

*Political Reporter*

*January 2024 – March 2024*

- Wrote and produced multimedia stories from Capitol Hill for [Medill News Service](#) and media partner [United Press International \(UPI\)](#) on the politics beat.
- Investigated the impact of streaming services on sports broadcasting, including legislative responses to exclusive streaming deals and their effects on consumer access and media rights.
- Covered breaking and enterprise stories using fast newsgathering techniques to cover news and investigative.
- Covered New Hampshire primary election reporting live for media partner WEAU 13 News in Eau Claire, Wis.

### 7 News Boston WHDH

**Boston, Mass.**

*News Intern*

*June 2023 – September 2023*

- Assisted with production for newscasts including script writing, edited packages and posted articles to the [WHDH website](#).
- Gathered and edited breaking sports news clips and shadowed reporters at the Patriots training camp.
- Covered multiple sports stories including Northwestern football hazing scandal, Messi arriving in Miami, Wimbledon coverage and the Red Sox sweep over the Yankees in a doubleheader.

### Enterprise Bank

**Lowell, Mass.**

*Marketing Intern*

*June 2023 – September 2023*

- Orchestrated planning, research and coordination for a company commercial including elements like motion graphics and video production resulting in a dynamic representation of the bank's brand.
- Executed comprehensive plans for a promotional video series including filming, editing and incorporating interviews, graphics and different styles (Q&A, explainer) to showcase services.
- Engaged with external media outlets such as the Boston Business Journal and WCVB-TV for advertising partnerships.

## LEADERSHIP EXPERIENCE

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### Northwestern News Network

**Evanston, Ill.**

*Reporter; Executive Producer*

*September 2021 – present*

- Pitch, produce and report weekly news packages on deadline for campus-based television news production.
- Reached 12,000+ viewers across from January to June and increased Instagram engagement by 72%.
- Producer for the [The Chicago Show](#), Chicago/Midwest Best Newscast Collegiate Emmy Recipient.

## AWARDS

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**Chicago/Midwest Best Newscast (Executive Producer) Collegiate Emmy Recipient 2024**

**Chicago/Midwest Best Newscast (Producer and Reporter) Collegiate Emmy Recipient 2023**

**Chicago/Midwest General Assignment Light News (Reporter) Collegiate Emmy Nominee 2023**

## SKILLS

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**Software:** Adobe Creative Cloud; iNews; AVID Media Central; MS Office Suite; Instagram, YouTube, TikTok, X

**Languages:** Italian (native), Spanish (intermediate), English (native)

**Activities:** Northwestern University Tour Guide, Northwestern Global Ambassador, WNUR Sports Radio