

# Maria J. Heim

mariaheim2025@u.northwestern.edu • (978) 809-4710 • [LinkedIn](#)

## EDUCATION

---

**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

---

**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

---

**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

---

**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

---

**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