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## NESHMIA MALIK

Neshmia is a digital content producer and marketing specialist for WGN-TV, a top-three news television station in Chicago. She is responsible for all digital news ranging from local coverage to international conflict and is responsible for enhancing digital viewership through her marketing and communication skills. Her experience in the fast-paced newsroom has leveled up her leadership and organization skills while still fostering creativity and innovation in a multifaceted newsroom.

### AWARDS

Published in the newspaper, “Albilad English Daily,” an online English news portal in Saudi Arabia. Contributor to Nafs Central, an online journal dedicated to creating a home for Muslim mental health.

### SKILLS

Strong news writing skills, scripting, proofreading skills, copyediting, shooting video, identifying digital story trends, metrics reporting, collaboration, Google Analytics, Search Engine Optimization, WordPress, Akta, Adobe Premiere Pro, Adobe Photoshop, Adobe Audition, Google apps, Microsoft apps

### EXPERIENCE

#### **WGN-TV, Chicago — Digital Content Producer**

August 2022 – PRESENT

- Created, designed, and published all news content timely
- Works and reacts quickly in writing, publishing, and posting breaking news on website and social media
- Develop marketing strategies to enhance overall site engagement
- Builds communicative relationships with all parts of the newsroom, from content to design team to support the production of news broadcasts and digital content
- Find and connect with interviewees from diverse communities to tell their stories and add depth to long-form pieces
- Help edit video content for WGN News & WGN Morning News Instagram, Twitter and Facebook
- Challenges the newsroom in considering nuances in reporting international conflicts
- Created marketing schedules for when content should go live on media to align with brand initiatives
- Analyze trends in local government and write monthly pieces shining light on occurrences
- Works diligently on multiple projects to map out daily coverage and breaking news
- Works with the graphics department and curates engaging/eye-catching graphics and media for social media
- Craft compelling headlines and social media posts using SEO, keywords that encourage readers to keep reading

#### **Council on American-Islamic Relations, Chicago, IL — Communications intern**

May 2020 – August 2020

- Maintained CAIR-Chicago’s website
- Organized initiatives across social media accounts, including Facebook, Twitter, and Instagram; created official publications
- Created and implemented a social media strategy for Facebook, Twitter, and Instagram

- Created and managed websites for various organizational projects (e.g., anti-hate campaigns, educational initiatives, blogs, etc.)
- Developing long-term research projects assisting with the development of qualitative and quantitative reports and analyses of the mainstream news media coverage and popular culture representations of Islam and Muslims
- Wrote original articles covering local, national, and international breaking news, protests, and issues relevant to human rights, civil liberties, and activism.

### **The Daily Illini, Urbana, IL — News writer/reporter**

September 2019 – May 2021

- Wrote and delivered relevant news stories about the local public and large-scale events nationally and internationally
- Incorporated vast knowledge of the Associated Press guidelines into news writing
- Gathered facts for leads through quantitative evidence and interviewed key witnesses and experts.
- Challenged the Police Chief of Champaign for evidence of the racial disparities in the local incarceration facilities

### **Muslim Student Association, Urbana, IL — Marketing and social media coordinator**

May 2020 – August 2020

- Updated and tracked social media platforms like Facebook, Instagram Twitter
- Designed infographics and flyers for content creation and audience engagement
- Generated promotional videos for brand awareness

### **Mahomet Daily, Mahomet, IL — Communications intern**

May 2020 – August 2020

- Wrote and delivered news stories for the East Central Illinois community via print and digital media

## **EDUCATION**

### **University of Illinois at Urbana Champaign, Champaign, IL — *Bachelor of Science in Journalism***