

# ROB HEYMAN

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## COMPETENCIES & ACHIEVEMENTS

- Provide compelling, balanced copy that meets daily, weekly and breaking news deadlines.
- Stay abreast of local and national events and provide story ideas and fresh angles to editorial teams to invigorate routine copy.
- Produced and edited nearly all components of editorial projects I managed including graphics, photos, ad copy and video.
- Coordinated with local, state and national media on any necessary outreach efforts through press releases and news alerts.
- Honored by the New Jersey Press Association for excellence in general news, education and feature reporting, as well as general news photography and special issue packaging.

## EDUCATION

### University of (Fayetteville) Arkansas

B.A. in Journalism, Cum Laude

### Mercer County Community College

A.A.S. in Business Administration

## HOBBIES & INTERESTS

Active in the local theater scene, having performed in several stage productions as part of the annual PlayFest one-act festival in Lawrenceville, New Jersey. Also performed roles at the Open Arts Performing Arts Center in Bordentown, New Jersey.

## PROFILE

Experienced journalist with an accomplished background in feature writing and general news reporting, adept at working independently as well as in a collaborative team environment. Adhere to AP Style and strive to meet or exceed expectations for accuracy, clarity and objectivity. Directed editorial projects, drawing on the assistance of skilled freelancers and graphic artists working under my guidance.

## EDITORIAL EXPERIENCE

### MediaNews Group, Lansdale, Pa.

2017 - 2019

#### Reporter

Contract municipal reporter for *Montgomery News* weekly newspapers and their respective news websites, serving communities in Montgomery County, Pennsylvania.

- Reported on political and legislative developments originating from municipal governing bodies, planning and zoning boards, school boards and town halls in coverage area.
- Wrote features on notable local personalities and new businesses.
- Covered state and national political or legislative developments with a significant local impact.

### TrekCore.com

2014 - present

#### Contributing Columnist

Review television shows and movies, cover breaking news and offer retrospective analysis of media content regularly featured on the entertainment website.

### McNeill Media Group, Yardley, Pa.

2006 - 2008

#### Managing Editor

- Assigned stories, edited and proofed copy and guided overall production of the North American travel magazine *Destinations*, an American Bus Association publication.
- Managed a team of freelance writers, photographers and legislative contributors regularly assigned to cover travel destinations for *Destinations*.
- Worked in tandem with Choice Hotels' corporate marketing team in the selection, editing and placement of stories, artwork and photography for its hotel magazine *Choice Solutions*.

### Packet Publications, Princeton, N.J.

2002 - 2006

#### Managing Editor, The Messenger-Press

- Assigned stories, photos and artwork for each weekly issue.
- Edited copy for clarity, punctuation, spelling and adherence to AP Style.
- Designed and assembled each page of the newspaper, writing headlines, placing photos and art, writing captions, trimming content for space and authorizing completed issue.
- Updated news website with breaking news and relevant copy pertaining to coverage area.

### New Jersey Department of Labor, Trenton, N.J.

2000 - 2002

#### Press/Advance Officer

- Prepared and distributed to state and national media monthly updates on state employment data, ensuring clear understanding of labor market changes.
- Organized press events and public appearances for the department's commissioner, including business training grant presentations and other high-profile media events.

## MEDIA LIST

### Online

**CommunityNews.org**, Reporter

**MontgomeryNews.com**, Reporter

**TrekCore.com**, Columnist

**TheLogbook.com**, Staff Writer

### Magazines

**Destinations**, Managing Editor/Writer

**Lodging**, Staff Writer

**Choice Solutions**, Editor/Writer

**Gold's Gym Magazine**, Editor/Writer

### Newspapers

**The Messenger-Press**, Managing Editor

**Windsor-Hights Herald**, Staff Writer

**Register-News**, Staff Writer

**Montgomery News** (group), Reporter

**Arkansas Traveler**, Staff Writer

### Broadcast

**KFSM Channel 5**, Executive Producer

**KHBS/KHOG Channel 40/29**, Intern

## AWARDS

- *Semifinalist*, Short Film Screenplay, Creative World Awards, 2018
- *Outstanding Academic Achievement Commendation*, Mercer County Community College, 2012
- *1st Place*, Special Issue Award, New Jersey Press Association, 2005
- *Editorial Enterprise Award*, Packet Publications, 2005
- *General Excellence Award*, New Jersey Press Association, 2003
- *1st Place*, General News Photography, New Jersey Press Association, 1997
- *2nd Place*, Feature Writing, New Jersey Press Association, 1999
- *3rd Place*, Education Writing, New Jersey Press Association, 1997
- *1st Place*, Robert P. Kelly Award, New Jersey Press Association, 1996

## Packet Publications, Princeton, N.J.

1996 - 2000

### Reporter

- Covered school districts, municipal governments, business developments and police for three weekly newspapers serving communities in Mercer, Monmouth and Ocean counties -- *The Messenger-Press*, *Windsor-Hights Herald*, and *Register News*.
- Interviewed political candidates for special election coverage and researched community history and local personalities for human interest feature stories.
- Took photos to accompany stories.

## KFSM Channel 5, Fort Smith, Ark.

1995 - 1996

### Executive Producer

- Produced the Saturday and Sunday morning shows by writing all scripts, booking guests and selecting video to accompany each broadcast story.
- Assisted in the production of the weekday noon and 5 p.m. news shows by organizing rundowns, writing scripts, coaching anchors and production staff and overseeing the execution of each live broadcast in the control room.
- Provided voice-overs and on-air reporting when needed.

## ADDITIONAL PROFESSIONAL WORK

### Panera Bread, Hamilton (Marketplace), N.J.

2017 - present

#### Catering Coordinator

### Paramount Hotel Group, Fairfield, N.J.

2016 - 2017

#### Assistant General Manager/Hyatt Place Princeton

### Lambertville House Hotel, Lambertville, N.J.

2014 - 2016

#### Operations Manager and Sales Coordinator

### MCR Development, Dallas, Texas

2013 - 2014

#### Assistant General Manager/Residence Inn Neptune

### Paramount Hotel Group, Fairfield, N.J.

2008 - 2012

#### Front Office Supervisor/Residence Inn Princeton

## TECHNICAL PROFILE

Experienced in the use of computers for research, writing (Microsoft Word), layout and design, basic photo and video editing (Adobe Premiere) and general online communications. Able to conduct professional interviews by phone as well as through email. Capable of taking professional photos with smartphones and editing images for immediate social media use on platforms that include Facebook, Twitter and Instagram.