



# Maria Roach

Represented by **The NWT Group**  
JenDahl@NWTgroup.com 817-987-3600

[NWTgroup.com/Maria-Roach](http://NWTgroup.com/Maria-Roach)

*A highly motivated and focused digital and broadcast media executive with proven experience defining, conceptualizing, and executing business to business and business to consumer digital media solutions in a fast paced environments for clients.*

*Expertise in managing diverse teams to execute solutions such as: long and short format digital and broadcast content production, integrated marketing campaigns, multi-platform digital solutions, email campaigns, strategic branding, and blogger outreach.*

*Focus: providing high quality content that is creative, efficient, on budget and on time.*

## EXPERIENCE

### Dateline NBC

June 2022 — Present

**Producer**

### Black News Channel

#### Executive Producer, Documentaries & Investigations

With a team of contract producers and editors, our unit produced three, one hour documentaries and 12 special reports in one year, the only original one hour projects for the start up network. Our documentaries:

- "The Border" -- a doc covering the crisis at America's southern border.
- "Covid-19's Impact on Children of Color" -- an interview with a Chicago doctor and her teen in the aftermath of losing their husband and father. A wider look at what has been heartbreakingly termed, Covid Orphans.
- "Covid-19's Ravaging Delta Variant" -- coverage of the Delta variant's dramatic death toll through the lens of Central Florida healthcare experts and those impacted.
- "The Killing of George Floyd" -- produced in four weeks, BNC's first documentary that ran for five days preceding daily coverage of the Derek Chauvin trial. Interviews with the Floyd family, law enforcement experts, criminal attorneys, and emergency medical experts to break down what happened that fateful day in Minneapolis.

### Global Health Reporting Center, Wingspan Prod. UK

#### Producer

CNN/BBC Documentary "The Race to a Vaccine"

Airdate: Spring 2021

- Producer and researcher on a CNN/BBC co-production, producing for Global Health Reporting Center's U.S. team. Casted and filmed interviews with Univ. of Alabama at Birmingham's Medical Director and Epidemiologist Dr. Mike Saag, students, and staff as UAB prepared to reopen in the midst of the pandemic. Supervised three-man production crew while adhering to strict health safety protocols. Participated in weekly team meetings, conducted Zoom interviews with scientists, researchers and students. Created production schedules. Worked closely with BHRC's legal team to ensure legal compliance especially during Covid-19.

### OZY Media

#### Producer

PBS Series "The Contenders: 16 for '16"

Airdates: 10/4/16 and 10/18/16

Episodes: "The Visionaries" and "The Independents"

- Producer on the critically acclaimed PBS 16 part series produced by OZY Media and Paksima Productions. Produced two half-hour episodes: "The Visionaries" featuring the 1984 and 1988 presidential campaigns of the Rev. Jesse Jackson and "The Independents" following the multiple presidential runs of Green Party candidate Ralph Nader and the controversial 2000 presidential election.

### BET Networks, News Unit

#### Field Producer

BET @ the DNC, BET @ the RNC, BET Politics Special "The Candidates Talk Black: A BET News Special"

Airdate: 2/21/16

- Produced exclusive, three-camera interview with U.S. Presidential Candidate Hillary Clinton. Co-wrote questions for the half hour interview alongside program Executive Producers Eugenia Harvey and Jason Samuels. Field Produced BET Host Melissa Harris-Perry's coverage of the RNC and DNC 2016. Produced and production managed daily on-location inserts, booked celebrity and influencer interviews, produced two, two-camera interviews, supervised camera crews, associate producers, technical, and support staff for both conventions.

## Summary of Qualifications

- Broadcast & Corporate Digital Production
- Multi format production, live & taped
- Capacity Building
- Stakeholder Management
- Public Speaking
- Digital/Social Media Strategies
- Research & Scripting
- Brand Management and Engagement
- Media Training & PublicRelations

## Additional Skills

- Social Media
- Digital Photography
- Photoshop
- Mac
- Microsoft Office
- Adobe CS

## **U.S. Department of State, Foreign Press Center**

### **Content Producer**

2002 - 2016

- Contract producer and project manager for the U.S. Department of State's Media Support Office. Awarded multiple contracts to support U.S. goals and missions through digital media.

## **PUSH Agency, Orlando, FL**

### **Broadcast Producer**

- Produced broadcast and radio deliverables for Visit Orlando's spring 2012 campaign. Project managed auditions and selection of a brilliant child actor, oversaw vendor bids, and managed the overall creative process maintaining production calendars and team correspondence. Coordinated pre- and day-of production working closely with agency client, and talent management to deliver a successful campaign in both English and Spanish.

## **Hispanics Today, Washington, DC**

### **Senior Editor/Coordinating Producer**

- Served in a dual capacity as Senior Editorial Producer and Coordinating Producer for a weekly, half hour broadcast news magazine.

## **NASA TV, NASA**

### **Writer/Producer**

“The Space Shuttle: 30 Years”

- Writer/Producer for NASA's first and only documentary on the Shuttle Transportation System. Traveled to NASA's Cape Canaveral and Johnson Space Centers to research and interview key personnel of the program. Interviews included past and present center directors, engineers, scientists, trainers, and astronauts. Worked alongside NASA TV producers to create a video library and paper edit of the two hour documentary narrated by William Shatner.

“The Oprah Winfrey Show”

### **Freelance Segment/Field Producer**

Freelance field/segment producer for “The Oprah Winfrey Show” covering the mid-Atlantic and southeast regions. Key assignments:

- Breaking news coverage of 9/11 Terror Attacks at the Pentagon. Produced interviews with victim's families, presidential cabinet members, security experts, first responders, and private citizens-turned heroes.
- Field and post-produced inserts for the show, traveling to Chicago to screen, script, edit, and track two to three minute segments. Produced live remotes with show favorites including Chris Rock, Sean Penn, and the late poet Mattie Stepanek.
- A participant in Executive Producer Sheri Salata's exclusive writer's workshop for The Oprah Winfrey Show.