



# LILLY CARBALLO

CONTENT CREATOR & HOST

## PREVIOUS POSITIONS & EXPERIENCE

### Content producer & Host

Sintesis TV (Xtra Bonus) | 2018-2019

- TV Host of a local TV show called Xtra Bonus mainly focused on Geek and popular culture
- Research geek culture trend to work on each week's show as the content producer
- Schedule interviews and attend to local events to produce the show every week
- Assist editing videos, upload and update relevant information of each youtube video
- Community manager for our social media
- Coordinate giveaways for our followers
- Public relations to be on the main events in Tijuana, San Diego or Los Angeles

### Content Creator

Red Lilly (Personal Project)| 2016-ongoing

- Constantly creating blog posts, managing social media content such as photos, videos and more.
- Video marketing/editing for youtube as well as streaming live on Twitch
- Collaborating with brands sharing their products providing product coverage such as unboxing & review videos

## ACADEMIC BACKGROUND

### CESUN College

Bachelor's Degree in Software Development | 2015

## PROFILE

I am a content creator and host with 4 years of experience in the entertainment & gaming industry, looking for opportunities to expand my expertise.

## HIGHLIGHTS

- Host for OtakuFest @ Saltillo Coahuila, México, 2020
- TV host for Xtra Bonus (Local TV show), 2018
- Started my own blog and youtube channel, 2016

## REACH ME AT:

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