

Since graduating college in 2021, I've made my way down the California coast as a journalist covering the communities that raised me — and now, the ones that challenge me. As a digital content producer for KTLA 5 News, I've covered everything from the 2024 presidential election and the Dodgers' World Series win to destructive wildfires and ICE raids that led to mass protests. I've published thousands of stories, won a Golden Mike Award for videography, and served as a [panelist](#) and [guest lecturer](#) throughout the Central Coast. At KEYT, I grew our social media audience by more than 1,500% in one year — a tenfold increase from years prior. For my full online portfolio, visit: lilydallow.com.

EDUCATION

California Polytechnic State University, San Luis Obispo, California

June 2021

Bachelor of Science: Journalism; Minors: Ethnic Studies, Philosophy and Media Arts, Society and Technology; Cum Laude

EXPERIENCE

Nexstar, KTLA 5, Los Angeles, California

August 2024 - Present

Digital Producer

- Write, report and post breaking and developing news stories on KTLA.com, KTLA 5 mobile apps and social media platforms
- Manage the homepage and content of KTLA.com
- Create engaging and shareable content across Nexstar News Network
- Monitor social media and trending tools like Chartbeat and Google Trends to identify and report on emerging stories, delivering timely and relevant content to the newsroom.
- Utilize SEO best practices to optimize web content, driving traffic and improving the discoverability of KTLA digital platforms
- Coordinate with broadcast teams to align digital and on-air content, ensuring cohesive multimedia storytelling

The Montecito Journal, Santa Barbara, California

January 2024 - Present

Contributing Writer

- Craft long-form feature stories highlighting Montecito's allure, published in The Riv magazine and the quarterly Montecito Journal glossy
- Collaborate closely with editors to ensure content meets publication standards and audience preferences
- Conduct in-depth research to uncover unique stories and perspectives within the Montecito community
- Showcase Montecito's lifestyle, culture, and innovation through engaging storytelling
- Meet strict deadlines while maintaining the quality and integrity of published articles
- Incorporate elements of history, design, and entertainment to enrich the narrative experience

Noozhawk, Santa Barbara, California

April 2023 - January 2024

Contributing Writer

- Brainstormed and pitched engaging feature stories for publication
- Wove captivating narratives through extensive research and interviews
- Incorporated multimedia elements, enriched the storytelling experience
- Juggled multiple assignments and excelled at meeting tight deadlines
- Collaborated closely with editors, polished stories while keeping their essence intact
- Committed to ethical reporting, ensured a fair representation of all subjects
- Built robust networks within industries and communities for unique story opportunities
- Maintained a focus on emerging trends, constantly sought out fresh story concepts

News Press & Gazette, KEYT News Channel 3-12, Santa Barbara County, California

March 2022 – August 2024

Digital Content Director

- Managed KEYT.com, NC 3-12 app, and all social media accounts
- Hired and trained all digital staff, directed newsroom staff on digital skills, content, and responsibilities
- Wrote 5-10 web stories daily and created, edited and produced videos for socials using Adobe Premiere Pro
- Oversaw and reported on breaking news and enterprise stories across digital platforms
- Produced all station live-streams
- Curated and moderated website, app and social media headlines, posts and pages reaching over 1,500,000 viewers-per-month
- Identified and assigned stories to 20 reporters and digital team through Santa Barbara, San Luis Obispo and Ventura counties
- Tracked digital deadlines and edited and posted reporter stories
- Interacted with viewers through email, website, and social media

News Press & Gazette, KEYT News Channel 3-12, Santa Barbara County, California

January 2022 - March 2022

Digital Content Producer, Assignment Editor

- Gathered information and images for broadcast, station website and all current media platforms; recorded video and shot still pictures
- Wrote news copy for broadcast, station website and online text
- Created, produced, reported, and edited original content for newsroom operations, provided production assistance, developed story ideas, and delivered digital packages for online viewership
- Monitored multiple sources for possible news stories and directed crews to breaking news
- Maintained communication between reporters, production teams, viewers and executive staff on potential and developing stories
- Coordinated with multiple affiliates for media press and other media requests

SKILLS and AWARDS

Microsoft 365, Adobe Creative Cloud: Premiere Pro, Photoshop, Illustrator and InDesign, Google Workforce, YouTube Livestream, WordPress, Inception, NewsFlow, Social News Desk, Facebook, Instagram, Twitter, Tik Tok, Threads, 4KCamera, Chyron, Zetta, HTML, CSS
Recipient of 2023 Golden Mike Award for Best News Videography of a Feature Story