

MAILE CARBALLO

Austin, TX | (830) 637-9773 | maileannebl@yahoo.com

EDUCATION

University of Texas at Austin, *B.S. in Advertising, M. Entrepreneurship* Expected May 2026
Texas Creative Fellow (Fall 2024-Present)

EXPERIENCE

KUT 90.5 & KUTX 98.9 FM Austin, TX

KUT/X Graphics Producer; Digital Content Producer; On-Air Host Sep 2022 to Present

- Strategically cultivated the visual brand identity of KUT/X, contributing to a 60% increase in digital viewership across platforms over the past 4 years
- Produce interactive social video content across all major social platforms during festivals such as ACL, SXSW, and Levitation, including on-site artist interviews and listener testimonials
- Launch and pitch on-air during bi-annual station membership drive campaigns for KUT/X

KVRX 91.7 FM Austin, TX

Station Manager; On-Air Host; External Relations Manager (Past) May 2025 to Present

- Manage the External Relations, Operations, Production, and Community Affairs departments to promote events and foster local relationships through cross-departmental campaigns and efforts
- Lead and launch multimedia fundraising campaigns for KVRX, ensuring alignment across departments and expanding exposure across digital and local platforms
- Track all sales and expenses each semester to ensure operations remain on budget and growing

Driven Creative Marble Falls, TX

Digital Media Marketing Producer Sep 2021 to March 2025

- Assist in the design, development, and execution of multimedia projects and campaigns across social content, graphic design, website design, video editing, and branding
- Oversee and manage social campaigns during periods when the company owner is unavailable

SAGE Studio & Gallery Austin, TX

Volunteer Feb 2024 to Present

- Support artists with intellectual and developmental disabilities in their studio work, fostering an inclusive, respectful, and authentic creative environment
- Serve as a welcoming, informative ambassador of SAGE's brand and artists, helping guests feel excited and connected to the studio's mission, artist work, and promotional events

CREATIVE PROJECTS

KVRX 91.7's 30th Birthday Benefit

External Relations Manager; Campaign Manager Aug 2024 to Nov 2024

- Managed the KVRX 91.7 PR, Traffic, Web, Blog, & Graphics departments to promote the event with a cohesive and interactive marketing campaign
- Secured and managed promotional partnerships and sponsorships with local businesses
- Fundraised over \$14.3k in funds for station use with a \$0 budget
- Austin Music Award Nomination- "Most Creative Event"

SKILLS & INTERESTS

- **Language:** Intermediate Spanish
- **Software:** Adobe Suite, Autodesk Fusion 360, Microsoft Suite, Google Suite, Meta Suite
- **Skills:** Creative Strategy, Public Speaking, Branding, Content Creation, Media Pitching