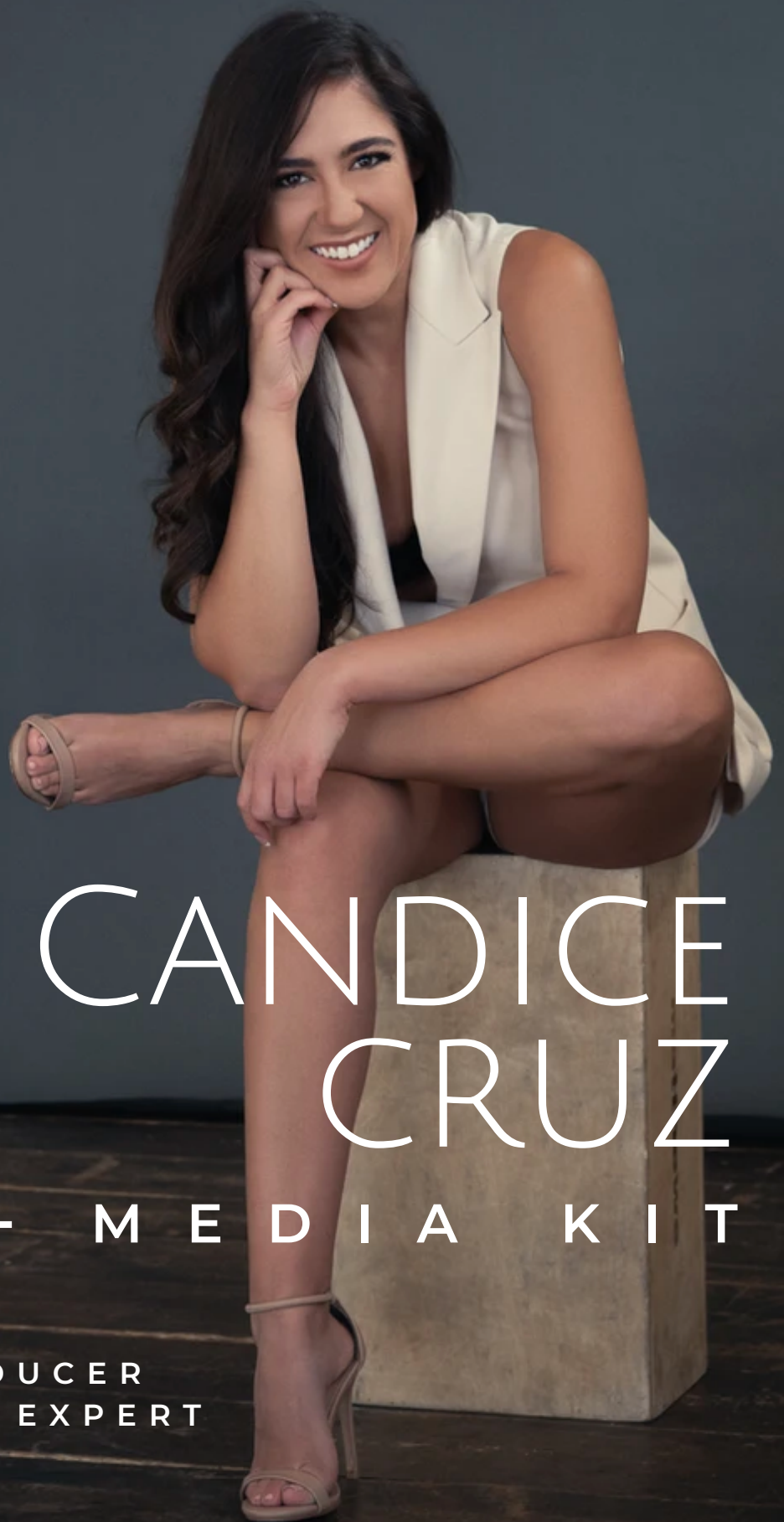


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# CANDICE CRUZ

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MEDIA KIT

TV HOST  
EXECUTIVE PRODUCER  
ENTERTAINMENT EXPERT  
WRITER  
PODCASTER

# ABOUT CANDICE

Candice Cruz is a fiery, entertaining, versatile On-Air TV Host, Producer & Writer based in Los Angeles. She is currently the Entertainment Expert for *NBC LX* airing on Peacock, Hulu Live and other cable locations. Candice can also be seen as a contributor on *Rotten Tomatoes* and covering all of Hollywood's Red Carpets for the *BUZZ & Hollywood First Look Features*.







# ENTERTAINMENT EXPERT

## NBC LX

LX News is engaging audiences with an innovative storytelling approach to news that is personal, inspiring and empowers YOU the viewer to take part in the conversation. Our thought-provoking content highlights stories about tech, the environment, politics, community, social issues, and current events. LX News live over-the-air on broadcast TV and on Xfinity, Verizon, Optimum, Spectrum, Cox Cable and select cable systems across the country. LX News is streaming live on Samsung TV Plus, The Roku Channel, Peacock, XUMO, Apple TV, YouTube TV, and FuboTV. LX News is part of the NBCUniversal Owned Television Stations.

## ROTTEN TOMATOES

Rotten Tomatoes and the Tomatometer score are the world's most trusted recommendation resources for quality entertainment. As the leading online aggregator of movie and TV show reviews from critics, we provide fans with a comprehensive guide to what's Fresh – and what's Rotten – in theaters and at home.

## THE BUZZ

TheBuzz is a half-hour news magazine show featuring produced segments that highlight red carpet coverage, movie news, in-studio interviews and entertainment and life-style segments. Best described as a cross between NBC's Late Night with Carson Daly and entertainment news shows like Access and TMZ. Our fast paced show packs a punch with content from our home base of Hollywood, California and around the world.

## HOLLYWOOD FIRST LOOK FEATURES

Hollywood First Look is the premier entertainment news source in Asian-American homes in the United States and Canada. The show's diverse cast of correspondents gives viewers a first look at upcoming films, TV shows, documentaries, and more through exciting original segments and exclusive interviews with Hollywood's top celebrities. In 17 million homes nationwide, the show is available on Roku, Xfinity, AT&T Uverse, DirecTV, Verizon Fios, Time Warner and other local cable affiliates.

# PODCAST

One Part Bossy, One Part Bonita.

Bossy doesn't always have to be a bad thing...in fact, I think bossy is an absolutely beautiful way to walk through life. Self-assured, masterful, and determined to make this life *Bonita*.



Now is the time to take charge of your destiny, make those Boss-y moves. And that means getting your mind, body, and soul in order. It is the revolution of self-care (and no, I'm not just talking about long baths with a glass of wine and a good book...even though that does sound good) and we're all here for it. That means: let's get your finances, your goals, your mental health, your relationships, your EVERYTHING where you want it to be in order to thrive.

Bossy Bonitas is a Latine podcast for Latinas to feel inspired, supported, encouraged, and entertained.

Host Candice Cruz will interview influential Latina tastemakers of today, uncover the Bossy Bonitas of the past, and have candid (albeit sometimes uncomfortable) conversations with you about topics we typically don't talk about in the Latine community. You know, we all need that one Bossy best friend...

# WHO AM I?

## MEDIA STATISTICS

 INSTAGRAM **5.5K**

 FACEBOOK **5K**

 TIKTOK **1K**

 **2.5M+**  
VIEWS ACROSS PLATFORMS

*From the red carpet to on-screen, Candice has accumulated 2.5M+ views across multiple networks including Peacock, Roku, Hollywood First Look Features, ESPN, AfterBuzz TV, Black Hollywood Live, Popcorn Talk, Buzz 360, and Red Carpet Report.*

### Creative Director/Production:

- Celebrity, Influencer and Brand Partnerships
- Event Planning
- Team Management
- Project Management
- Project Creation and Launch
- Location Production/Management
- Community Outreach and Partnerships
- Brand Creation

### Social Media:

- Advanced copywriting & cross-platform publication strategy for Instagram, Facebook, Twitter, & YouTube
- Account Growth
- Influencer Marketing and Promotion
- Algorithm Analysis
- Google Analytics
- Hootsuite
- Canva

### Multimedia:

- Podcast Host and Creation
- Copywriting
- Microsoft Suite
- Final Cut Pro & Adobe Premiere
- MailChimp
- 123Forms
- WordPress & Wix
- Teleprompter
- Ear-prompter





# MEDIA

VIEW

## HOST REEL



VIEW

## VOYAGE LA

Featured as a TV Host and Talent On The Rise  
Writer & Contributor



VIEW

## DEADLINE

Featured as Talent - Indie Film "*Always, Lola*"  
Acquired

VIEW

## BESE

*Revolutionizing & Politicizing Music with La Doña*  
Writer & Contributor

VIEW

## ROTTEN TOMATOES

*Rotten Tomatoes Is Wrong*  
Guest Host



VIEW

## ROTTEN TOMATOES

*Binge Battle - "This Is Us"*  
Guest Host



VIEW

## AFTERBUZZ TV

Writer & Contributor



Candice has a natural ability to connect with people from all walks of life. She's incredibly warm, welcoming, and charismatic, allowing for anyone she meets to feel comfortable and engaged. Her infectious energy and enthusiasm leave a lasting impression on everyone. Along with her affable personality, Candice has an incredible drive. During interviews, she asks interesting questions. As a Hollywood expert, she knows the topics audiences thirst to hear most about and she can deliver the important details.

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**PHIL SVITEK**

FORMER EXECUTIVE PRODUCER  
*AFTERBUZZ TV*

A ball of energy. Genuine. Creative.

Three words that come to mind when I think of the talented Candice Cruz.

Her warm and positive spirit radiates through each interview.

She consistently comes up with great ideas and doesn't mind leaning into something new. Best of all, this is just the beginning for this trailblazer who will continue to shine not only because of her amazing work but she is also kind to the core.

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**BRITTANY DELK**

PRODUCER  
*NBC LX*



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# CANDICE CRUZ

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