

Paulina Jalon

QVC TIKTOK HOST

EXPERIENCE

TikTok Host

QVC Qurate Retail Group
December 2026 - Present

- Host 2–5 hour live shopping broadcasts, deliver engaging product demonstrations, authentic storytelling, and sales-driven presentations.
- Connect with customers in real time, answer questions, build trust, and create an entertaining, interactive shopping experience.
- Demonstrate strong on-air skills, including improvisation, adaptability, and unscripted product presentations.
- Serve as on-camera talent for QVC's Content Innovation Lab, hosting digital advertisements across Meta, YouTube, TikTok, and QVC platforms.
- Create 3–6 pieces of original content weekly and grow a personal TikTok presence as a content creator and affiliate.

Interim OmniChannel Host

QVC Qurate Retail Group
August 2026 - December 2026

- Pioneered QVC's TikTok Shop hosting role, helping launch and establish a new position within the company's live commerce strategy.
- Produced and hosted live TikTok Shop broadcasts, combining engaging product storytelling, customer interaction, and live selling techniques
- Trained and onboarded newly hired hosts, sharing best practices in on-air presentation, product demonstrations, and customer engagement.
- Established production workflows and hosting strategies to deliver seamless, entertaining, and sales-driven live shopping experiences.

Live Stream and Social Producer

QVC Qurate Retail Group
April 2025 - December 2026

- Produce QVC/HSN Tik Tok Shop Live Streams
- Monitor live sales, execute product placement, run TikTok Shop dashboard
- Host 2-3 hr TikTok livestreams/run dashboard solo
- Technical build of TikTok sets (camera, lighting, audio)

FREELANCE

EVS Operator

Wells Fargo Center
October 2019 - Present

Daktronics/Dream Catcher Operator

Citizens Bank Park
October 2019 - October 2022

Production Assistant - Control Room

Madison Square Garden
October 2018 - June 2020

SKILLS

HOSTING| EVS | VMIX | SONY CAMERAS | TIK TOK SHOP | ADOBE PHOTOSHOP & PREMIERE | SOCIAL MEDIA PHOTOGRAPHY | CAMERA OPERATOR | PODCASTING | VIDEOGRAPHY

EDUCATION

Temple University 2018

Klein College of Media and Communication
Bachelor of Arts in Media Studies and Production

School of Sport, Tourism, and Hospitality
Minor: Sport and Recreation Management

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PJ creative