

LIV BURKE

livburkesocial@gmail.com

Los Angeles, CA

(630) 746-6386

SOCIAL

 in/liv-burke/

 livburkesocial.com

SKILLS

- MS Office
- Google Analytics
- Google Suite
- Brandwatch
- YouTube Analytics

EDUCATION

**Master's of Science
Digital Social Media**
University of Southern California

**Bachelor of Arts, Communication
Minor in Spanish**
University of Missouri - Columbia
Kappa Delta Sorority, Center for Leadership and Service

PROFESSIONAL EXPERIENCE

Head of Creative Strategy Airtime

April 2022 - Present

- Lead social creative strategy development and planning for campaigns and cross-channel content.
- Develop, lead, and execute brand marketing strategies that drive awareness, consideration, and favorability with customers.
- Manage and grow external relationships with influencers and agencies.
- Partner closely with product and marketing counterparts to learn their challenges, insights, and opportunities, and devise creative campaign-based solutions.

Senior Creative Strategist Portal A

Sept 2019 - April 2022

- Led creative and strategic direction on premium branded influencer marketing campaigns for clients including YouTube, Lenovo, Universal, Supercell, Square, and Joe Biden.
- Collaborated with clients, production, talent, and post-production teams to bring innovative creative concepts to life.
- Pitched and won over \$2 million in new business with agency heads.
- Led internal education on topics like gamification, Gen Z culture, and storytelling with data.

Blog and Social Media Manager Buchroeders Jewelers

Jan 2018 - Oct 2018

- Designed a comprehensive social content calendar and video strategy that aligned with the brand's identity, audience, and goals.
- Executed on KPIs across platforms with a focus on driving impactful engagement and growing a dedicated follower base.

Digital Media and Marketing Consultant

Liv Burke Consulting

March 2016 - March 2020

- Specialized in creating strategic organic social content, paid media, and SEO designed to improve a brand's digital presence.
- Raised over \$25,000 for clients through successful Kickstarter campaigns.