

LIV BURKE

livburkesocial@gmail.com

Los Angeles, CA

(630) 746-6386

SOCIAL

 in/liv-burke/

 livburkesocial.com

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

SKILLS

- Google Analytics
- Google Suite
- Tubular Labs
- YouTube Analytics

PROFESSIONAL EXPERIENCE

Senior Program Manager, Content Marketing

Indeed

August 2022 - March 2023

- Managed end-to-end production and content strategy for best-in-class organic video for Indeed's U.S. and India YouTube channels.
- Increased YoY YouTube views by 74% and avg watch time by 63%.
- Spearheaded the approach for YouTube Shorts and produced a YouTube-first video podcast.
- Defined scopes of work, budgets, and creative vision for all deliverables for creative agencies and production partners.
- Managed multiple external agency vendors and an internal team of strategists and producers.

Head of Creative Strategy Airtime

April 2022 - August 2022

- Led social creative strategy development and planning for campaigns and cross-channel content.
- Developed and execute brand marketing strategies that drove awareness, consideration, and favorability with customers.

Senior Creative Strategist Portal A

Sept 2019 - April 2022

- Led creative and strategic direction on premium YouTube branded marketing campaigns for clients including Google, Lenovo, Universal, Supercell, Square, and Joe Biden.
- Developed channel strategies and KPIs for clients based on their goals.
- Led internal education on the latest platform trends and best practices.

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.