

LIV BURKE

livburkesocial@gmail.com

Los Angeles, CA

(630) 746-6386

SOCIAL

 in/liv-burke/

 livburkesocial.com

PROFILE

Knowledgeable and performance-driven Creative Strategist with a comprehensive background in developing innovative digital video and integrated social strategy.

SKILLS

- Tubular Labs
- Brandwatch
- Sprinklr
- Hootsuite
- Google Analytics
- Google Suite
- Wordpress

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

Senior Creative Strategist

Portal A

Sept 2019 - Present

- Lead creative direction and strategy on premium branded content programs for clients including YouTube, Square, Supercell, and Joe Biden.
- Spearheaded a 12 month Twitch influencer program for Lenovo Legion.
- Use insights and measurement/listening tools to help clients build digital strategies and achieve business priorities.
- Write copy for decks, brand accounts, celebrity and creator channels, and scripted content.
- Work directly with clients, production, talent, and post-production teams to bring creative concepts to life.
- Drive and pitch new business initiatives with agency heads.
- Identify and implement social trends, lead internal strategy education.

Digital Media and Marketing Consultant

Liv Burke Consulting

March 2016 - March 2020

- Specialized in creating strategic organic social content, paid social, and SEO that work to improve a brand's presence online.
- Raised \$25,000+ for clients through successful Kickstarter campaigns. Clients range from multi-million dollar companies like Avinger and Suddath Solutions to startups such as FitOn and SquadHelp.

Blog and Social Media Manager

Buchroeders Jewelers

Jan 2018 - Oct 2018

- Designed a comprehensive social media strategy that aligned with the brand's identity, audience, and goals.
- Researched and created KPIs for our campaign to build a follower base and improve engagement post engagement across social platforms.