

# LIV BURKE

livburkesocial@gmail.com

Los Angeles, CA

(630) 746-6386

## SOCIAL

 in/liv-burke/

 livburkesocial.com

## SKILLS

- Out-of-the-Box Creativity
- Strategic Analysis
- Project Management

## 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 (Director Level)

Superdigital

May 2023 - Present

- Spearhead the conceptualization and execution of innovative social strategy for Xbox and Microsoft.
- Lead creative strategy on campaigns for tentpole events like the Xbox Showcase and the Developer Direct.
- Partner with studios to create launch & sustain content plans for titles including Starfield and Candy Crush.
- Manage a team of strategists and community managers.
- Present workshops for social teams and studios on social creative, audience deep-dives, and platform best practices.
- Implement robust measurement frameworks to assess the success of campaigns and drive actionable insights.

### Senior Program Manager, Content Marketing

Indeed

August 2022 - March 2023

- Managed end-to-end production and global social strategy for best-in-class short and longform social video content.
- Increased YoY YouTube views by 74% and avg watch time by 63%.
- Developed original programming for YouTube and TikTok channels.
- Oversaw multiple external agency vendors and an internal team of content 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 based on insights from data.
- Developed and executed go-to-market social 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 social creator content for clients including Google, Square, Supercell, Lenovo Legion, Universal Pictures, and Joe Biden's campaign.
- Transformed data into actionable insights for creative campaigns.
- Led internal education on building community in gaming and platform best practices.

### Social Media Manager Buchroeders Jewelers

Jan 2018 - Oct 2018

- Designed a comprehensive social content calendar and video strategy 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.