

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

**Associate Director,
Creative Strategy
Superdigital**
May 2023 - Present

- Spearhead the conceptualization and execution of innovative social video strategy for Xbox and Microsoft.
- Grew the Xbox TikTok by 1M followers in 9 months.
- Build thoughtful and intentional cross-channel content strategies.
- Lead creative and influencer strategy on campaigns for tentpole events and game launches.
- Manage a team of strategists and community managers.
- Present workshops for client social teams and game 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 social strategy for best-in-class short and long-form social video content for the U.S. and India.
- Increased YoY YouTube views by 74% and avg watch time by 63%.
- Worked cross-functionally with internal stakeholders and collaborators.
- Oversaw multiple external global agency vendors and an internal team of content strategists and producers.

Head of Creative Strategy
Cantina
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 influencer 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.