

LIV BURKE

livburkesocial@gmail.com

Los Angeles, CA

(630) 746-6386

SOCIAL

 in/liv-burke/

 livburkesocial.com

EXPERTISE

- Social Video Strategy
- Team Management
- Content Optimization

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, Social Superdigital

May 2023 - Present

- Guide the strategy and creative of innovative TikTok, Instagram, and YouTube content for Xbox, Microsoft, and Wizards of the Coast.
- Grew the Xbox TikTok by 1M followers in 9 months and drove a 960% increase in YouTube subscriptions from YouTube Shorts.
- Champion video growth strategies by adjusting the creative based on viewer behavior, algorithm changes, and emerging platform features.
- Mentor and manage a team of social media managers and strategists.
- Research emerging generations and platform nuances, adapting content in real-time to align with new behaviors and UI changes.
- Lead client relationships, providing strategic and creative guidance.

Senior Manager, Content Marketing Indeed

August 2022 - March 2023

- Managed global content strategy and production for high-impact YouTube content for the U.S. and India, resulting in a 74% YoY increase in views and a 63% increase in average watch time.
- Provided on-set leadership to ensure the content balanced the creative vision with data-driven insights.
- Oversaw 3 external production vendors and an internal team of content strategists, producers, and channel managers, ensuring alignment with overarching content strategy.

Head of Creative Strategy Cantina

April 2022 - August 2022

- Created social playbooks and lead campaign planning.
- Partnered with the product team to execute go-to-market social strategies that drove awareness and favorability with key users.

Senior Creative Strategist Portal A

Sept 2019 - April 2022

- Led the creative direction on premium creator-led social video campaigns for Universal, Supercell, Lenovo, Square, and Google.
- Partnered with top gaming creators to create a 2-part competition that culminated in 10m views, 500k social engagements, and both hero videos trending at the top of YouTube.
- Worked closely with creative and production counterparts to ensure the development and execution of content was strategically aligned with performance goals and optimized for maximum watch time.

Social Media Manager Buchroeders Jewelers

Jan 2018 - Oct 2018

- Designed and maintained a social calendar that aligned with brand identity, audience needs, and performance goals.
- Developed a brand guidelines for visuals and copy on social.