

Myasia S. Burns

Communication & Digital Media Strategist

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WORK

MIDAN MARKETING – Charlotte, NC

2019-Present

EXPERIENCE

Content Marketing Manager

- Oversee content strategy implementation for clients and Midan using different marketing technologies (social media, influencer, digital advertising, etc.)
- Develop and manage content calendars to support an integrated marketing strategy
- Direct organic & paid strategies for interactive platforms, analyze and report on KPIs while continuously optimizing to ensure content strategy meets objectives
- Review and edit digital content to guarantee it is on-brand, on-strategy and coordinates with other marketing materials in meeting business goals

RED VENTURES – Charlotte, NC

2019

Social Media & PR Manager

- Develop and implement digital media strategies to grow brand awareness of Red Ventures corporate brand via active, engaging and relevant content
- Curate and maintain a content calendar covering all Red Ventures initiatives, identifying internal stories and amplifying via intranet, external blog and media placements (including C-suite communications)
- Build and maintain external media outlet relationships for local, regional, national and trade coverage

FLEISHMANHILLARD – Charlotte, NC

2016 – 2019

Account Executive

- Ideate and implement social strategy across Facebook, Twitter, Instagram, LinkedIn and other channels for corporations across industries, ranging from local businesses to Fortune 10 companies--developing campaigns generating millions of impressions
- Manage influencer strategy across clients: budgets ranging between \$150-750k, increasing brand awareness through views and clicks – process included researching, pitching, contracting, content strategy, budget management and product fulfillment
- Lead global monthly webinar for FleishmanHillard Social + Innovation network of 300 practitioners
- Execute FleishmanHillard Diversity & Inclusion Initiative for the Charlotte team through recruiting/hiring/mentoring Diversity Fellows and planning events

EDUCATION

UNIVERSITY OF NORTH CAROLINA – Charlotte, NC

2016

MA in Communication | Concentration in Media & Technology

UNIVERSITY OF GEORGIA – Athens, GA

2013

BA in Communication | Interdisciplinary New Media Certificate