Myasia S. Burns

Communication & Digital Media Strategist

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WORK EXPERIENCE

RED VENTURES – Charlotte, NC 2019 – Present

Social Media & PR Manager

- Develop and implement digital media strategies to grow brand awareness of Red Ventures corporate brand via active, engaging and relevant social media content (written, photo and video)
- Curate and maintain a content calendar covering all Red Ventures initiatives, staying in the loop on upcoming events, news and goals
- Monitor activity across all accounts and social platforms, responding quickly and appropriately
- Track key metrics like reach, engagement and follower growth and suggest new growth strategies and ideas

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
- Create social media content across Facebook, Instagram, Twitter and LinkedIn -- developing campaigns generating hundreds of thousands of impressions
- Coordinate national and regional influencer campaigns through researching, pitching, contracting and managing bloggers for organic content creation
- Lead global monthly webinar for FleishmanHillard Social + Innovation network of 300 practitioners, keeping colleagues apprised of the latest platform trends and connected with colleagues in international offices
- Manage social communities across industries with audience sizes from 3,000-15,000,000 on Facebook, Twitter, Instagram and LinkedIn
- Execute FleishmanHillard Diversity & Inclusion Initiative for the Charlotte team through recruiting/hiring/mentoring Diversity Fellows and planning events to improve intercultural communication
- Support social listening, reporting and media monitoring efforts across industries (education, healthcare, etc.)

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