

# MYASIA BURNS

SOCIAL MEDIA LEADER

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## ABOUT ME

I'm a passionate digital marketing lead and a champion for diversity, equity and inclusion. I use paid and organic social to help clients excel. I've led social media and influencer strategy for food/beverage, tech, healthcare, pharmaceutical, automotive and several other sectors and am skilled in B2B, B2C and D2C marketing. Plus, I'm a huge dog lover.

## EXPERIENCE

### 2019- Present **Midan Marketing**

Associate MarTech Director, Social Media & Content

- Develop agency social media architecture, advising clients on emerging trends, best practices and channel strategies
- Oversee digital thought leadership efforts for agency and clients, building awareness, engagement and interest
- Lead influencer strategy and campaigns for clients (research, outreach, budget management, content planning and measuring ROI)
- Manage and professionally develop social media and content teams, providing direction for content strategies across Facebook, LinkedIn, Instagram, YouTube, Pinterest, TikTok and other channels
- Develop diversity & inclusion efforts through trainings, events and external communications – catalyzed creation of D&I council and book club
- Collaborate with New Business Development to develop proposal content, calculate estimates and secure new social media partnerships

### 2019 **Red Ventures**

Social Media & PR Manager

- Develop digital media and PR strategies to grow brand awareness of Red Ventures
- Support board initiatives to attract, retain and empower diverse talent

### **FleishmanHillard**

2016-2019 Account Executive

- Ideate and implement social strategy across clients and sectors
  - Lead global monthly webinar for Social + Innovation network (300 practitioners)
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## EDUCATION

2014- 2016 •

University of North Carolina - Charlotte  
MA Communication Studies |  
Concentration in Media & Technology

2011 - 2013 •

University of Georgia  
BA Communication Studies |  
Interdisciplinary New Media Certificate