

# KATHERINE BURKIC

## Brand Marketing & Social Media Strategy

818-585-3407 · katburkic@gmail.com · Orange County, CA · linkedin.com/in/katburkic/

### SUMMARY

Marketing leader with over 10 years of corporate B2B and B2C experience specializing in organic social strategy, content creation, corporate communications, and brand marketing.

### PROFESSIONAL EXPERIENCE

#### Freelance Marketing Strategist

BC Design Haus | Pasadena, CA | 2019 - Present

- Conduct competitor analysis presentations examining tone, voice, brand identity, and social content.
- Consult with clients on marketing objectives and make recommendations for brand and social strategy.

#### Brand Marketing Manager

LegalZoom | Glendale, CA | 2021 - 2022

- Coordinated pivotal homepage revamp to support brand strategy shift, leveraging A/B testing and data insights, and partnered with cross-functional teams to drive more homepage conversions.
- Implemented the brand strategy for LegalZoom's partnership with the NBA, acted as LegalZoom's representative, and developed a content strategy that had a reach of 10 million people.
- Spearheaded integrated brand campaigns end-to-end utilizing JIRA and Asana for project management.
- Crafted the content strategy on brand pages such as About, Careers, DEI, and IR ahead of the 2021 IPO.
- Launched a social listening program with weekly reports for senior leadership that analyzed brand discussions.
- Aligned with PR partners weekly to identify media opportunities for the brand and collaborate on briefs.
- Oversaw the brand voice, including voice guidelines for organic social content, brand reputation pages (BBB/Trustpilot), and employer talent branding (recruiting scripts, job descriptions, careers page, etc).

#### Communications Strategy Manager

LegalZoom | Glendale, CA | 2019 - 2021

- Directed the organic social channels for over 3 years and grew the Instagram following from 2k to 19k followers.
- Led content creation for all organic social channels including briefing, scheduling, and managing agency partners.
- Planned and executed the social content calendar based on seasonality, trends, and paid campaigns.
- Authored internal communications for over 2 years including announcements in the voice of the CEO.
- Developed weekly, monthly, and quarterly social media reports to identify trends, measure brand sentiment through social listening tools, establish KPIs, and evaluate content effectiveness.

#### Marketing Operations Manager

Orora Packaging Solutions | Buena Park, CA | 2013 - 2018

- Managed a small team and developed the social media strategy for a large, multinational company.
- Organized trade shows including brand presence and logistics with an annual budget of \$200K.
- Supported a 300-person sales team by generating biweekly promotions, presentations, flyers, and emails.

### EDUCATION

**B.S. Business Marketing** | San Diego State University  
International Studies Minor

2013

### SKILLS

Social Media Strategy  
Brand Strategy

Social Media Analytics  
Brand Voice

Content Creation  
Brand Partnerships

Public Relations  
Corporate Communications