

MYASIA (BURNS) STEPHENS

STRATEGIC COMMUNICATIONS LEADER

ABOUT ME

I'm a passionate digital communications lead and a champion for diversity, equity and inclusion. I use paid, owned and earned tactics to help clients excel. I've led communications strategy for food, tech, government, non-profit, automotive and several other sectors and am skilled in B2B, B2C and D2C marketing. Plus, I'm a huge dog lover.

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

EXPERIENCE

2021 **LaunchSquad**

Director, Communications & Belonging

- Create and lead a comprehensive company-wide communications strategy to support our holistic, top-down approach to Diversity, Equity, Inclusion and Belonging (DEI&B) as well as Internal Communications and Employee Engagement.

2019-
2021 **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
- Lead influencer strategy and campaigns for clients
- Manage and professionally develop social media and content teams
- 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 secure social media partnerships

2019 **Red Ventures**

Social Media & PR Manager

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

2016-
2019 **FleishmanHillard**

Account Executive & Diversity Champion

- Ideate and implement social media strategy across clients and sectors
- Recruit, hire and mentor diverse talent, while leading monthly D&I initiatives