

A desk setup featuring a laptop, a mug, a vase of pink flowers, and a pen. The laptop is open, and the screen shows some text. The mug is white and filled with a beverage. The vase is clear glass and contains several pink flowers. The pen is silver and lies on the desk in the foreground. The background is a soft, out-of-focus light color.

Tyra Burton **PORTFOLIO**

Where Geek Meets Social —→

About Me

Tyra Burton

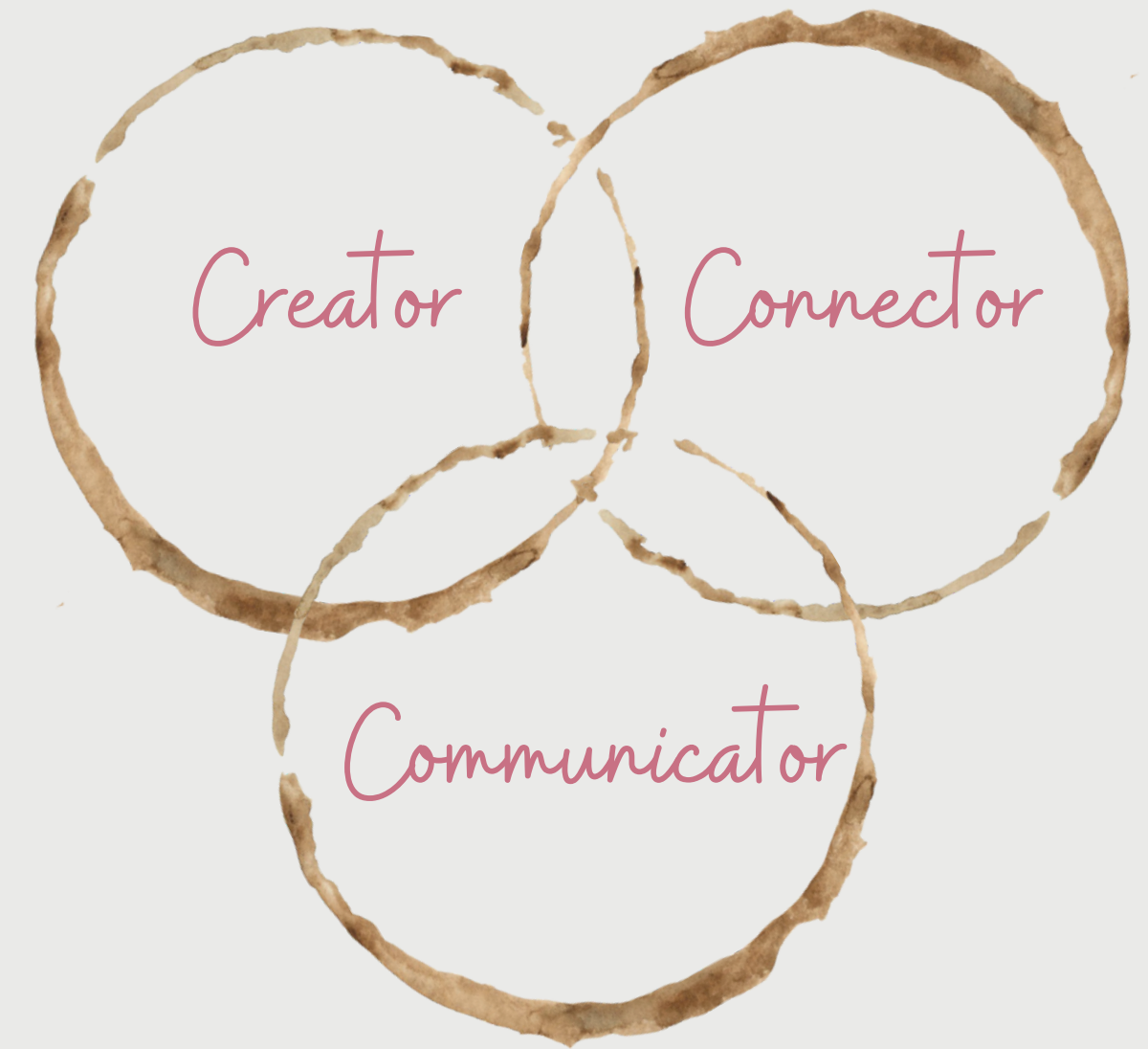
Creator - Communicator - Connector

I'm a vision builder and storyteller who helps people and companies articulate their values and connect with their audience. I'm a creative innovator at heart, always looking to improve and see situations from different perspectives.



Where Geek Meets Social

I believe in continuous learning, creating purposefully, and connecting with people. My geek shines in the details and strategy, and my social side brings people together in innovative and creative ways. The way through chaos is by synthesizing the necessary parts and motivating people with shared values and vision.



Creator

Fiction, Non-Fiction, Podcasts,
Branding, Digital Content

Communicator

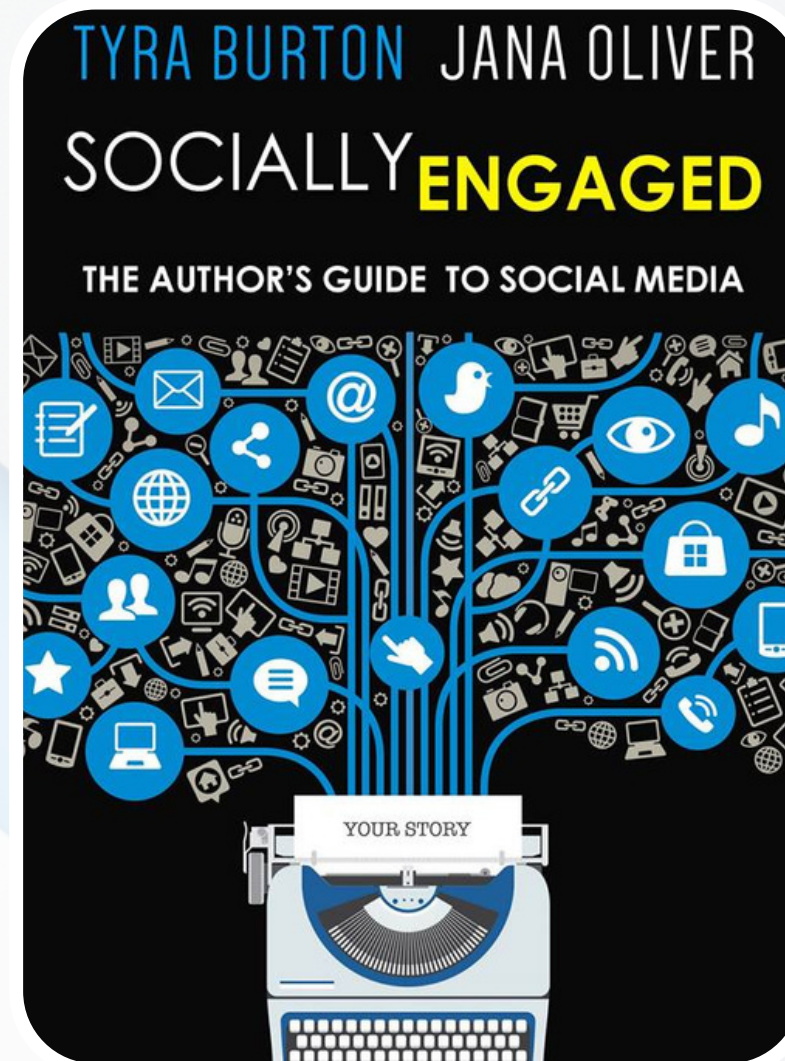
Educator, Moderator, Panelist,
Workshop Presenter, Speaker

Connector

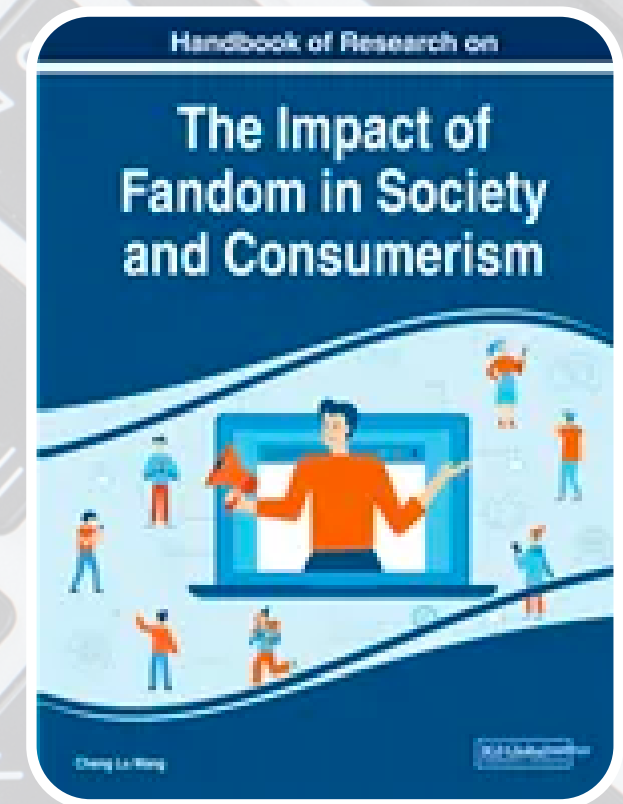
Mission/Vision Builder,
Strategist, Event Planning

Creator - Author

My publications span non-fiction, fiction, academic, blogs, and news columns. As a writer, I excel at explaining complex topics in an accessible manner. My new book, *Socially Evergreen*, is due in the fall of 2023. I am open to co-writing to help others bring their story to life.



When Science Fiction
Meets Reality:
The History, Fandoms,
and Logistics of
Atlanta's Dragon Con™



RWA Romance Writers of America®
The Voice of Romance Writers

eNotes Columnist in residence writing
about Social Media Marketing

Creator - Podcast

I started podcasting over a decade ago. I have experience setting up podcasts, editing, producing, and branding. For Building Bold Connections, I am the talent and help develop the interview questions and flow as well as suggest guests as part of our production team. For The Geeky Side and Geek Meets Social I handle the entire production and promotion.

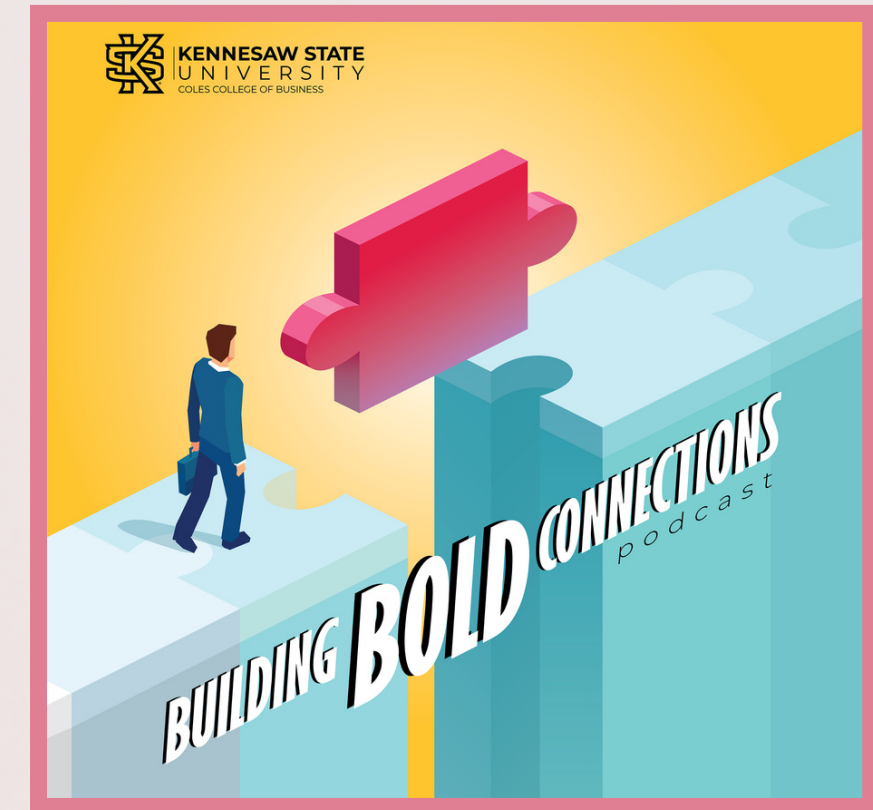
Host & Producer The Geeky Side

The Geeky Side was relaunched and rebranded this fall as a talk show podcast featuring a new guest each episode.



Host of Building Bold Connections

The Building Bold Connections podcast engages in conversations with business leaders from all professions who value connections and bold ideas. Each episode explores the creative ways business leaders have solved professional challenges to gain success in their respective fields.



Host & Producer Geek Meets Social

Geek Meets Social is a roundup of favorites in the world of a gamer girl social media geek. Get ready to discover books, podcasts, apps, social media tips, good news and more as we journey through what it means to be living in a digital world.



Creator - Branding

The Geeky Side

Consistent branding is essential for any brand. Style guides, covers, thumbnails, and social posts must capture the brand's image and engage the target audience. The logo was reimaged for The Geeky Side relaunch, and social media templates were designed.



Podcast Cover


Social Posts Templates



Creator - Branding Case Study: One EMS

One EMS was a new-to-the-world brand targeting EMS professionals. For this client, I started with the development of their mission and values leading to the creation of their brand image, including the logo, style guide, sponsorship guide, thumbnails, and social posts.

Style Guide




#0993F5
#E80002
#090907

One platform. One voice. One EMS.

Headlines - Muller Bold EMS
Headlines - Montserrat EMS
Highlight - Gruppo EMS

Text - Quicksand EMS
The font to use in copy and text

Text - Radley EMS
The font to use printed text or extended copy



Style Guide

Podcast Cover



As EMS what should you leave at the door when you go to work?



Gwen Flowers-Taylor has your answer



Social Posts Templates

Mental Health Checklist

- How am I feeling?
- What can I celebrate today?
- What can I do that will bring me joy?
- When did I last talk to someone about my feelings?



LEND AN EAR
HELP FIGHT DEPRESSION



HAVE YOU CHECKED ON YOUR PARTNER?



Communicator Higher Education



Recipient of the Kennesaw State University Outstanding Teaching Award, Coles College Distinguished Teaching Award, Betty L. Siegel Alumni Award Faculty Member of the Year, and Faculty Career Advisor Award



I've developed multiple online and in-person courses focusing on application and job readiness for students while meeting guidelines. Well-organized classes set students up for success.



I understand the importance of curriculum development and building course sequences to keep learners engaged.



I've designed and taught programs for learners at all stages of their careers. In professional adult education, I help students understand complex topics and build confidence in their abilities.

Communicator Moderator & Panelist

Over the last decade, I have participated in over 100 panels, moderating over a dozen on topics including digital media, podcasting, women in digital media, social media, pop culture, and the metaverse. I'm comfortable in front of an audience, behind a camera, and in virtual meetings. My experience as a podcaster has helped me grow my skills as a moderator and interviewer. Recently, my focus has shifted toward moderating and helping people tell their stories to others.





Communicator

Workshop Facilitator & Public Speaker



I am an experienced workshop creator and facilitator on various topics related to education, digital media, and marketing.



My Keeping Sane in Digital Media workshop presentation at the American Association of Marketers Nonprofit Business conference is now a key component in my digital marketing classes. Digital marketers need to know how to maintain their mental health.



Recent topics include: Living a Digital Life, Influencers' Impact, and Content Creation for Organic Reach.



Storytelling and humor help me emotionally connect with my audience and facilitate understanding. By creating a safe and accepting environment, people are able to learn and connect.

Connector

Mission Builder

After attending the Disney Institute's multi-day course on Disney's Approach to Business Excellence, I discovered a passion for creating guiding mission statements with value principles. I help companies, organizations, and individuals find the heart of what propels them forward and keeps them focused.

Combining company and industry-focused research with in-depth interviews of key constituents, I help organizations craft vision statements and clarify company values.



MISSION, VALUES AND MORE

VISION/MISSION STATEMENT: THE GUIDING LIGHT & PURPOSE

To build community and provide a mechanism for change within the EMS field through innovative collaboration and education.

BRAND STATEMENTS FROM THE VISION:

- Leadership that redefines EMS management
- Thought leadership about innovations, EMS Life, and best practices
- Education for EMS workers at all levels.
- Focus on the overall life of EMS workers.
- Collaboration within the community for the future.

VALUES: LONG-TERM FOUNDATION

- Community Leadership
- Collaboration Oriented
- Innovation Focused
- Growth Oriented
- Centered on Education

SUMMARY:

One EMS creates programs to meet the needs of the EMS community. These programs are geared to improve the life of EMS workers and their families, as well as providing innovative and growth-oriented services to the EMS community at large. By providing thought leadership and education, One EMS can help unify the EMS community and grow the industry as a whole.

Connector

Digital Marketing Strategist

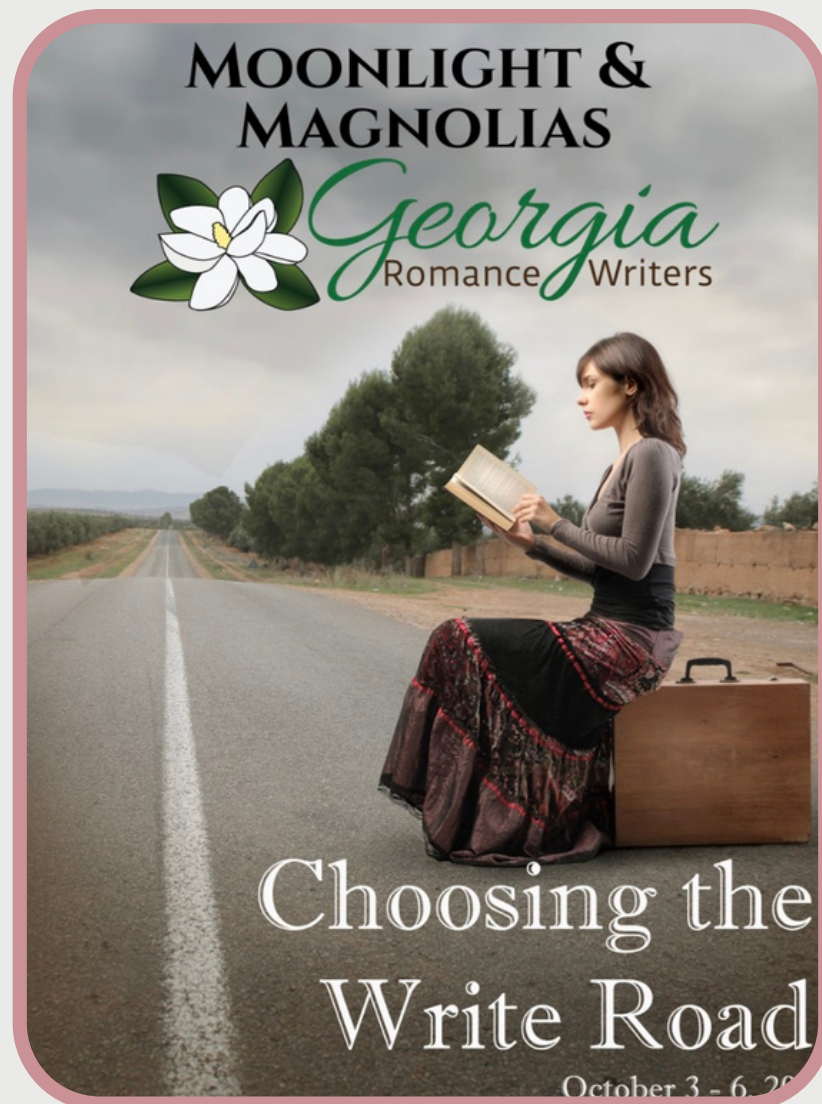
For Dragon Con 2022, I managed the social media for the Digital Media Track, creating almost 200 pieces of content over two and a half weeks and restarting the Instagram account. The strategy was to engage content creators and encourage them to take ownership of the programming. Content creators were individually introduced in a post, followed by a post with their convention schedule.

Facebook posts' reach was over 6,500, a quad-digit increase over the previous 90 days. For Instagram, the new account grew quickly, and over the convention, followers increased by 87%, with a reach of over 2,200. Profile visits during the convention increased on Facebook by 46% and on Instagram by 16%.

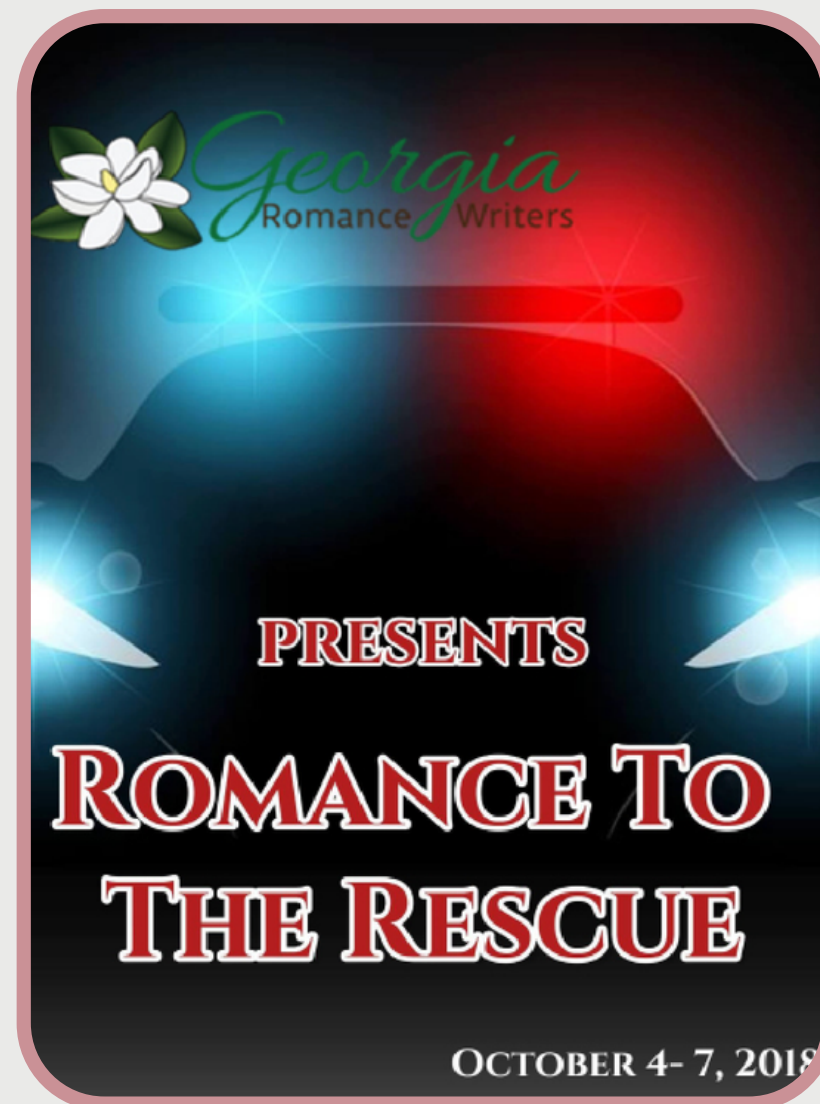


Connector - Event Planner

Conference Co-Chair



As co-chair of the Moonlight and Magnolia's writers' conference, I was the key project manager coordinating with my co-chair, hotel personnel, keynote speakers, special industry guests, workshop presenters, book fair attendees, and sub-committee chairs to successfully present a four-day conference with approximately 200 attendees.



Director Digital Competition



As director of the Digital Marketing Competition, I helped to raise \$31,000 in sponsorship funding from local businesses. The DMC brings together students from several metro Atlanta universities for a case study competition for a real-world company. I coordinate sponsorships, budgets, programming, judge recruitment, and the creation of the case.



Tyra Burton



Where Geek Meets Social

tyraburton.com

