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# SHONALI BURKE

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Washington, D.C. Metro Area • +12404136043 • [sburke@shonaliburke.com](mailto:sburke@shonaliburke.com)

[www.shonaliburke.com](http://www.shonaliburke.com) in [linkedin.com/in/shonaliburke](https://www.linkedin.com/in/shonaliburke)



## Principal at Shonali Burke Consulting

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### Work experience

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2015-11 - 2020

Founder

*Shonali Burke Consulting*

Founder and principal instructor for The Social PR Virtuoso® Master Course, which has trained more than 2,500 public relations professionals since its launch in data-driven, community-fueled "Social PR" to advance their careers. In, the Master Course was rehomed to, and is currently offered by, Australia's Center for Strategic Communication Excellence.

2009

*THE JOHNS HOPKINS UNIVERSITY*

Secured an almost 300% increase Oxfam America's Advocacy Brigade when leading its International Women's Day digital campaign, as compared to the previous year, via targeted blogger relations that incorporated search engine optimization techniques as well as creating socially shareable content for influencers and community members alike. Tapped by the John Jay College of Criminal Justice/CUNY to launch its first-ever MOOC (Massive Open Online Course). Surpassed course registration goals via integrated digital outreach that included media relations, social advertising, and real-time digital events, including Twitter chats. Washington, DC Adjunct Faculty, M.A. in Communication Teach four credit courses: "Communication dot Org; Not-for-Profits in the Digital Age," "Public Relations Writing," "Organizational Communication," and "PR in the Age of Digital Influence." Consistently receive high student ratings as one of the most engaged and effective instructors for the program. Voted 2016 "Instructor of the Year" by faculty and students alike. ASPCA New York, NY

2008

President & CEO

*Shonali Burke Consulting*

Washington, DC President & CEO Provide integrated digital marketing strategies for growth-focused brands aligning with profit from purpose. National/international speaker and trainer on socially savvy, ethical, data-driven, people-centric, and result-oriented communication in the digital age. Select accomplishments include

2006 - 2008

Vice President, Media & Communications

*ASPCA*

Vice President, Media & Communications Recruited to reinvent the communication function of the world's second-oldest animal welfare organization. Created an in-house agency to service multiple local and national programmatic areas, as well as external partnerships and coalitions. Served as advisor to, and liaison for, the President and C-Suite. Select accomplishments include: Secured a 28% increase in public awareness of the ASPCA's anti-cruelty initiatives and a 65% increase in web traffic (the key element in growing the ASPCA's membership file) via hands-on issues management during 2007 dog-fighting federal investigation of NFL quarterback Michael Vick. Generated a new revenue line for the organization via the launch of the country's first animal welfare-branded pet insurance product, ASPCA Pet Health Insurance. Grew the department from a staff of two to 15, in less than two years, with nine direct reports and a departmental budget of \$3.2 million.\* Promoted from Senior Director to Vice President. Ruder Finn Washington, DC

2004 - 2006

Senior Account Supervisor

*Ruder Finn*

Senior Account Supervisor Led integrated public relations for clients in the health care, food/nutrition, social marketing/advocacy, consumer and non-profit sectors. Select

accomplishments include: Led web-based initiatives to address misinformation around methyl mercury in seafood for the U.S. Tuna Foundation. This included launching a consumer-facing, user-friendly searchable database of scientific literature on the subject, and a high-profile influencer roundtable organized in conjunction with the Center for Food, Nutrition and Agriculture Policy at the University of Maryland, College Park. Led the Jamestown, Va., 400th anniversary account, managing a matrixed, inter-office and cross-functional team for this significant national and cultural milestone.\* Promoted from Account Supervisor to Senior Account Supervisor.

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## Awards

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KDPaine & Partners and The Measurement Standard's [August 2006 "Measurement Maven"](#)

PRWeek's inaugural ["Top 40 Under 40" List of PR professionals in the United States](#), December 2007

The Institute for Public Relations' [2008 Jack Felton Golden Ruler Awards](#)

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## Snapshot: Russell Simmons' Def Poetry Jam (World Premiere)

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2002 world premiere of 'Russell Simmons Def Poetry Jam;' strategic public relations plan based on in-depth research on niche media in the African-American community and hip-hop culture resulted in steadily increasing sales. Key electronic media hits included Michael Krasny's 'Forum' on KQED-FM (NPR), KTVU's 'Mornings on 2' (FOX), and BET's 'Nightly News.' **As a result, the engagement paved the way for the show's successful Broadway debut, winning a 2003 Tony Award® for 'special theatrical event.'**

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## Snapshot: 2007 Anti-Cruelty Communications for the ASPCA

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Strategized and implemented internal and external communications during 2007 dog fighting-related federal investigation of National Football League (NFL) quarterback Michael Vick. Served as advisor to, and liaison for, President and key staff on related issues; coordinated communications between law enforcement authorities, the ASPCA and other involved parties; also coordinated communications with the NFL. Integrated these communications with the launch of the [country's first-ever "mobile animal CSI unit"](#) in December 2007, resulting in several key and extremely high-profile media placements including NBC's "Today," CBS' "Early Show," and NBC's "Nightly News With Brian Williams." **The aggressive communications outreach resulted in a 28% increase in public awareness of the ASPCA's anti-cruelty initiatives and launch, and a 65% increase in web traffic following the launch-the key element in the ASPCA growing its membership file.**

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## PROFESSIONAL MEMBERSHIPS & COMMUNITY INVOLVEMENT

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- [IABC International](#) : Director/Marketing, International Accreditation Council, 2009-2010.
- [IABC/DC Metro](#): President, 2009-2010; President-Elect, 2008-2009; VP, Professional Development, 2004-2007.
- Guest-editor, [Ned's "Job of the Week"](#) e-zine.
- Former board member, [San Francisco Bay Area Publicity Club](#) and [Washington Women in Public Relations](#).

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## References

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References will be provided on request to better match the inquiries they pertain to. In the meantime, [you can read several recommendations of my work on my LinkedIn profile](#) or [read testimonials from delighted clients on my website](#).

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## In the Media

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Interviewed in 2007 by PRWeek for a feature [article on PR measurement](#).

A 2008 [guest post on Communication Overtones](#) on public relations measurement.

A 2009 [op-ed on measurement published in PRWeek](#) (subscription required).

In 2010, named by TopRank Online Marketing Blog as one of [25 Women That Rock Social Media](#).

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## Snapshot: U.S. Tuna Foundation

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U. S. Tuna Foundation (2005-2006); managed client budget and supervised issues-related public relations outreach to consumer and trade media, as well as liaison with related industries and organizations, focusing on the issue of methylmercury in seafood, including launching a Web site focusing on this issue ([www.realmcuryfacts.org](http://www.realmcuryfacts.org)). Successfully organized a roundtable on "Public Health and the Benefits and Risks of Seafood Consumption," in conjunction with the Center for Food, Nutrition and Agriculture Policy at the University of Maryland-College Park, which saw **more than 80 key influencers from academia, industry and government come together for presentations and discussions on the issue.**

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## SUMMARY OF QUALIFICATIONS

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I'm an accredited, award-winning communications consultant with more than 14 years' communications experience whose forte is measurable, results-based strategic communications.

My extensive experience and skills include research and measurement, integrated strategy development and implementation, client management, crisis/advocacy communications, internal communications, public relations, Web 2.0 and social media, event management and marketing. **In short, I'm an agency of one.**

In addition to consulting, I often [speak at industry and training events](#) on integrated communications, measurement, social media, crisis communications, media relations and communications strategy. I'm also adjunct faculty at [Johns Hopkins University's M. A. in Communication](#) program, where I teach Communication.org: Not-for-profits in the Digital Age.

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### Speaking & Training

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I am often invited to speak at industry and training events on integrated communications, measurement, social media, crisis communications, media relations and communications strategy.

"A delight to hear;" "great speaker, relevant information;" "[I found] Shonali Burke's presentation and generous advice greatly helpful;" these are typical of attendee feedback on my presentations.

Select past and recent speaking engagements have included the 2007, 2008 and 2009 [Vocus Users Conferences](#), Goodwill Industries International's (GII) 2008 and 2009 Summer Learning Series, the 2008 [Institute for Public Relations Measurement Summit](#), Ragan Communications' May 2009 [Corporate Communicators Conference](#), PRSA's (Public Relations Society of America) 2008, 2009 and 2010 International Conferences, and [Social Commerce Camp DC](#).

If you're interested in my speaking and training services, please contact me at info (a) shonaliburke (dot) com. You can also learn more about these services [at my website](#).

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### Languages

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English, Hindi, Bengali

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### Education

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M.A

*National School of Drama*

B.Sc

*St. Xavier's College Kolkata University*

Jul 2005 - Present

ABC (Accredited Business Communicator)

*International Association of Business Communicators*

