

Alison Burke

SKILLS SUMMARY

Senior communications and digital strategy leader with more than 12 years of experience managing large-scale digital communications campaigns for nonprofits, corporate clients, and most recently for the global management consulting firm McKinsey & Company and the Brookings Institution, a public policy think tank. Excellent written and verbal communications skills and extensive experience developing communications assets for social media, email marketing, and targeted digital promotion plans. Caring people leader with experience managing diverse teams committed to shared values and goals. Proven project and budget management skills, with experience overseeing multi-million-dollar campaigns and departmental budgets while measuring ROI and refining strategies accordingly.

PROFESSIONAL EXPERIENCE

McKinsey & Company

February 2020–Present

Global Manager, Social Responsibility Communications

I am the Senior communications and digital strategy lead for the Social Responsibility team at McKinsey & Company, a global management consulting firm with 104 offices in 60 countries and annual revenue of over \$10 Billion. I manage a budget of \$500,000+ and supervise a team of four responsible for overseeing the firm's Social Responsibility social media accounts, ensuring messaging consistency across 10+ company social media channels, developing email campaigns to reach the firm's 30,000+ employees. I am also responsible for the digital launch and dissemination of priority thought leadership publications and reports including the firm's annual Social Responsibility Report. Under my leadership, McKinsey's social responsibility social media accounts have amassed over 31,000 new followers and the firm has gained extensive external recognition as a leader in the social responsibility space through digital events and online coverage of new initiatives.

McKinsey & Company

August 2018–February 2020

Head of External Relations, Public and Social Sector Practice

As the global communications leader for the McKinsey & Company practice serving government and nonprofit clients, I led external relations, digital strategy, and communications for the practice and the McKinsey Center for Government, an internal publishing group. I managed a team of three and was responsible for overseeing 5+ vendors across four countries and a \$2 million global communications and publishing budget. I overhauled the practice's social media strategy, leading to a 109% increase in Twitter followers and a 23% increase in Facebook followers while developing and disseminating 20+ custom social media toolkits to promote priority events and publications. I also led crisis communications response planning following media inquiries from top-tier outlets and drafted all digital response materials shared with firm

leadership, including online statements, social media protocol documents, and external firm emails.

The Brookings Institution

March 2017–July 2018

Director of Strategic Initiatives, Communications

As a member of the Brookings Institution leadership team and the deputy to the Vice President for Communications, I led a team of three responsible for launching major digital communications campaigns that spanned five public policy research programs. I served as the liaison to the Brookings Executive Office and other institutional leaders and led the development and implementation of the Office of Communications' annual strategic plan across six teams and communicated departmental priorities to leadership. I also was the lead writer and strategist for the Brookings Now blog, an Office of Communications owned blog, and authored and promoted 20+ blog posts. Additionally, I managed the digital response to three high-profile crisis events, including creating and disseminating messaging and response protocols.

The Brookings Institution

March 2015–March 2017

Senior Digital Strategist

As a senior digital leader in the Office of Communications, I managed a team of three responsible for leading the Institution's email marketing strategy and paid and organic social media campaigns on Facebook, Twitter, and Instagram. I also managed digital promotion and engagement strategies for priority research and events, including the Brookings-wide digital strategy for the 2016 election. Additionally, I oversaw the Institution's email newsletter program, which included 30+ email products distributed to over 800,000 subscribers who signed up to receive updates from 20 research programs, centers, and projects. I also developed a new digital audience-building capability that increased the institution's ability to reach previously underserved audiences including those in non-English speaking nations, and monitored, tracked, and measured engagement across all Brookings social media properties and email marketing tools.

The Brookings Institution

March 2015–March 2017

Senior Social Media Strategist

As the Brookings Institution's first-ever social media strategist, I helped launch and manage the Institution's social media presence. I also developed a scholar-focused social media and digital branding program that reached 150+ Brookings experts, and developed and led the Brookings Social Media Users Group to streamline brand consistency, quality control, and dissemination of best practices across 15+ Brookings-owned social media properties. I also developed a Brookings presence on Instagram, Medium, and other previously underutilized platforms.

VOX Global

April 2012–April 2014

Account Supervisor

I led a team of 15+ communications consultants who supported a \$5 million Fortune 15 technology company client account focused on social media and corporate social responsibility amplification. My direct responsibilities included developing a digital public awareness campaign to end texting while driving, managing the development, launch, and content creation

strategy for a client's corporate social responsibility website and social media properties, and developing a social media training capability for client teams and corporate executives. Additionally, I developed and pitched new business proposals that led to new clients and increased firm revenue by \$100k annually.

The Alliance for American Manufacturing (AAM)

April 2011–April 2012

New Media Coordinator

I led all digital communications and marketing efforts for an advocacy nonprofit focused on strengthening America's manufacturing base, including daily management of AAM's presence on Facebook, Twitter, and YouTube. I also developed AAM's email marketing program to activate the organization's 35,000+ online supporters and served as the lead writer and editor for the AAM blog, for which I authored over 25 posts. Additionally, I oversaw the digital promotion of 10+ advocacy events and led 5+ digital communications trainings for labor unions and advocates nationwide.

Communities for Quality Education (CQE)

May 2009–April 2011

Press Secretary and New Media Specialist

I designed, implemented, and managed social media and press strategies for four successful state and national public education advocacy campaigns that directly led to the organization's desired policy outcomes and elected officials. Additionally, I utilized the results of large-scale public polls to create and disseminate persuasive messaging materials and conducted social media trainings and workshops for a wide range of education and advocacy groups across the country. I also organized earned media events that generated local and national coverage of advocacy priorities.

EDUCATION

BA, Communications, Minor, Journalism

The George Washington University (2009)

OTHER

- Guest lecturer on social media and digital strategy at The George Washington University and American University (2009- present)
- Participant in digital communications panels and events, including for the Congressional Black Caucus, the Families USA Health Action conference and, The DC Ad Club (2009-2018)
- Brookings Women's Mentoring Network Steering Committee member (2015-2018)