

May Malik

Professional Experience

Global Strategy Group | New York City, NY November 2018 – October 2021

Vice President, Communications and Public Affairs

- Lead teams that design and execute public affairs campaigns — leveraging earned and paid media, stakeholder engagement, coalition building, and government relations — on behalf of corporations, foundations, non-profits, and government.

Office of NYC Mayor de Blasio, Mayor's Office of Immigrant Affairs | New York City, NY November 2018 – October

2021 *Deputy Commissioner of External Affairs*

- Member of 4-person Executive Team.
- Oversee a 30+-person external affairs department, encompassing the agency's communications/marketing/press, community outreach and organizing, and intergovernmental affairs/constituent services portfolios. ➤ Serve as a liaison between City Hall and MOIA
- Provide strategic input/guidance on agency activities as part of the Executive Leadership team ➤ Develop, launch, and manage strategic social impact programs in support of MOIA priorities ➤ Develop and implement fundraising/public-private partnership infrastructure in support of immigrant New Yorkers

Key Achievements:

- Oversaw quick department transition at the start of the COVID-19 pandemic, significantly adapting the agency's External Affairs resources and tactics to meet community needs in creative, untraditional ways.
- Oversaw the implementation of strategic communications and community outreach tactics and initiatives designed to ensure vulnerable New Yorkers are up to date on policy changes, latest guidance, and available city services, while ensuring agency remains visible and accessible in media and community.
 - Since March 2020: 35 press interviews, 15 roundtables for community and ethnic media engaging senior administration officials, nearly 100 unique pieces of digital collateral in 25+ languages, 200+ virtual and in person community/nonprofit events, reaching over 25,000 New Yorkers to date.
- Co-produced, in collaboration with the International Rescue Committee and HBO, the agency's first private fundraiser, mobilizing influencers and advocates alike to donate over \$30,000 in support of immigrant New Yorkers. • Founding member of the agency's Diversity, Equity, and Inclusion Committee, which has led to significant changes in practice and policy towards a more equitable agency and Mayor's Office as a whole.
 - Currently spearheading the agency's first comprehensive internal communications audit to ensure effective and equitable internal communications strategies that respond to the needs of staff, that aid in strategic decision making, and that promote a positive work culture that centers equity in workforce and management practices.
- Co-produced and oversaw the development of multiple citywide public awareness, marketing/communications campaigns (\$3 million+ total budget), including the 2019-2020 *IDNYC Renewal Campaign*, the COVID-19 *Support. Not Fear.* campaign (in collaboration with the NYC Department of Health), and a soon-to-be-announced nationwide campaign elevating the importance of the DACA program on our national economy.

Office of NYC Mayor Bill de Blasio, NYC Service | New York City, NY **July 2015 – October 2019** *Director of Public-Private Partnerships*

- Develop strategic cross-sector partnerships to leverage financial and people power in addressing some of New York City's greatest challenges.
- Design and implement, in collaboration with the Chief Service Officer, a comprehensive development strategy to include corporate, foundation, and government grants, in support of key programs: City Service Corps, NYC Civic Corps, NYC VISTA, and NYC Youth Leadership Councils.
- Develop and implement a strategic corporate social responsibility strategy that expands corporate partnership networks, connects businesses with nonprofit partners, and provides tailored consultation and training to businesses. ➤ Develop, launch, and manage strategic social impact programs in support of City priorities.

Key Achievements:

- Developed and co-lead, along with the Chief Service Officer of New York City and Citi Foundation, the New York City Corporate Volunteer Council (NYCVC), which engages 50 corporate members in quarterly convenings around the importance of corporate volunteerism as a strategy to support our City, create community solutions, build nonprofit capacity, and attract and develop employees.
- Conceptualized, in collaboration with key members of the NYCVC and operationalized, the *Good for Me. Good for My City.* campaign, a strategic initiative that engaged 36 companies in tapping over 7,000 of City-based employees to serve as mentors to high school students in support of the Mayor's Office-led NYC Youth mentoring Initiative and the City's Equity & Excellence Agenda.
- Spearheaded the annual *Partnering for Impact* panel event, held at HBO in 2017 and Viacom in 2018, which brings together social impact leaders from across sectors.
- Conceptualized and developed *NYCorporate Volunteer Engagement: A Guide to Impact*, the City of New York's resource guide on evidence-informed best practices, tips, and tools for strategic and effective employee volunteer engagement programming aligned with City priorities and needs.
- Conceptualized, with expertise from Taproot Foundation and Common Impact, and feedback from key nonprofit partners, an RFP-based strategic pro bono and skilled volunteer initiative that educated 40+ nonprofits on the subject of pro bono/skilled volunteering readiness and matched 50 pro bono projects with volunteers.
- Spearheaded the development, implementation, and scaling of NYC STEP, NYC Service's first corporate mentoring program, with 5 business partners and in collaboration with the Department for Youth and Community Development. • Raised \$5m in federal funding and, in collaboration with the Chief Service Officer, \$1.3m in private funding for NYC Service programs from fall 2015 to November 2018.

Lalela | New York City, NY **February 2015 – May 2015** *Fundraising Gala Consultant*

Provided project management support for the 2015 annual gala, held on May 17th, 2015, at Chelsea Piers.

Lalela | New York City, NY **June 2012 – June 2014** *Director of Communications (September 2013-June 2014)*

- In collaboration with the founder and CEO and Chief Creative Officer, designed and implemented internal and external strategic communications that complemented the organization's plan for scale.

Program Associate and Communications Coordinator (June 2012-August 2013)

- Provided programmatic, communications, and fundraising support to founder and CEO and Chief Creative Officer

Key Achievements:

- Strategic communications strategy heightened the organization's visibility, more effectively shared impact stories, and led to recognition and/or leadership profiles in *The Guardian*, *The New York Times*, *Town & Country Magazine*, *FastCompany*, *Vogue Magazine*, and other outlets.
- Provided editing support to the Ideas, Arts, and Music (I AM) curriculum, which was used in three program sites (Cape Town, South Africa; northern Uganda; South Bronx, NY).
 - Worked as part of a team to plan and produce annual Lalela Project fundraisers in New York City and the Hamptons,

NY, raising over \$600,000 across private and major giving efforts.

Depeche Mode (Baron Inc. Management) | Los Angeles, CA **September 2008 – May 2010** *Tour Publicist*

- Provided coordinating support on behalf of DepecheMode to record label, domestic and international publicists, and domestic and international concert promoters to schedule, organize, and executive media opportunities (TV/print interviews, award show appearances, press conferences, etc.)

Key Achievements:

- Completed 100+ show tour in support of Grammy-nominated "Sounds of the Universe."
- Managed over 95+ extensive VIP guest lists.
- Supported the coordination of, and completed, an extensive month-long promotional tour in February and March of 2009, targeting key market cities: New York, London, Paris, Berlin, and Milan.

Save the Children USA | Khartoum, Sudan **July 2007 – May 2008** *Emergency Education Intern / Consultant*

- Supported the Child Protection Senior Specialist and other key internal stakeholders, as well as representatives of the Federal Ministry of Education and UNICEF, in developing and implementing Save the Children "brainchild" Psychosocial Support Program for at-risk children in 4 states (Khartoum, Red Sea, Darfur and South Kordofan) in coordination with UNICEF and the Federal and State Ministry of General Education.

Key Achievements:

- Served on first-ever Psychosocial Support in Education Committee within the Federal Ministry of Education in Khartoum, Sudan.
- Provided coordination support to, and helped facilitate, Psychosocial Support workshops in Kadugli, South Kordofan and El Geneina, West Darfur.
- Worked on a team to conduct a data collection and qualitative preliminary analysis of baseline data collection for the Psychosocial Support Pilot.

Education

MA, *International Educational Development*, Columbia University 2012

BA, *Political Science*, University of California, Santa Barbara 2007