



## SHONALI BURKE, ABC: Bio

Shonali Burke, ABC, is [an award-winning growth strategist](#) whose unique combination of incisive business acumen, integrated marketing communications expertise and impeccable project management skills helps businesses around the globe bring big ideas to life.

A veteran of large and small PR agencies, Shonali has worked with, among others, the ASPCA, where she spearheaded crisis communications around the 2007 pet food recall and Michael Vick case, Japan's Iwate Prefecture, Cirque du Soleil, Cision, AcademyHealth, Oxfam America, and USA for UNHCR, for whom she designed and implemented its now-textbook digital "Blue Key" campaign.

Shonali joined The Johns Hopkins University's M.A./Communications program as Adjunct Faculty in 2009, teaching courses on nonprofit communication in the digital age and public relations writing. She also teaches a course on PR measurement for Rutgers University's PR Certificate program, which she helped develop. She is also the developer of and instructor for Traackr's acclaimed [Academy of Influencer Marketing](#) online training program.

In 2015, Shonali founded [The Social PR Virtuoso®](#), which provides individual and group training and resources in integrated, community-focused and measurable Social PR. An early adopter of social media in the PR space, Shonali founded and still hosts the #measurePR hashtag and Twitter chat.

Shonali's multiple awards and recognitions include being named to *PRWeek's* "Top 40 Under 40" list of U.S.-based PR pros; the first Indian woman ever to earn this achievement. In 2015, the Association of Women in Communication named her the recipient of its storied "Matrix Award" for her pioneering contributions and service to the industry. She was named "Instructor of the Year" for the Johns Hopkins M.A./Communication program in 2016.

Shonali is a former IABC/DC Metro chapter president, has served on IABC International's Accreditation Committee, and was a founding board member of ColorComm and Women in PR USA.

Based in the Washington, D.C., metro area, Shonali is active in her local community. She serves on the Executive Committee for the Montgomery County Executive's Ball, which benefits Arts and Humanities programs in Montgomery County, Md. She is also a volunteer with Shepherd's Table through Good Shepherd Episcopal Church, where she serves on the Communications Committee.