



SHONALI BURKE, ABC: Bio

Shonali Burke, ABC, is the accredited, award-winning president and CEO of her eponymous [Social PR consulting firm](#) which helps businesses small and large take their communications from corporate codswallop to community cool™.

She is also the founder of [The Social PR Virtuoso™](#), which provides online training and resources in Social PR for ambitious professionals, with a strong emphasis on strategy and measurement. An early adopter of social media in the PR space, Shonali founded and still hosts the #measurePR hashtag and Twitter chat.

A veteran of both large and small PR agencies, Shonali has worked on two continents and on both coasts of the United States. Her experience includes designing and implementing public relations around the world premiere of "Russell Simmons Presents Def Poetry" in San Francisco prior to its award-winning Broadway run; a stint as the ASPCA's Vice President, Media & Communications during the 2007 pet food recall and Michael Vick case, and where she put in place its award-winning measurement program; and designing and implementing the now-textbook digital strategy for USA for UNHCR's Blue Key campaign.

Shonali is Adjunct Faculty at Johns Hopkins University's M.A./Communications program, where she teaches courses on nonprofit communication in the digital age and public relations writing. She is also an instructor for Rutgers University's PR Certificate program, teaching a course on public relations measurement.

A former IABC/DC Metro chapter president and ColorComm board member, Shonali is a sought-after speaker, teacher, and trainer. She was honored by AWC-DC with its prestigious 2015 Matrix Award for excellence in communication and service to the industry.

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**ABC stands for "Accredited Business Communicator," a professional credential offered by the International Association of Business Communicators (IABC).*