

Katie Burns

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PROFILE

Social impact leader for nonprofits, foundations, and CSR programs with more than six years of experience specializing in creative, scrappy, and rigorous solutions with a vision to bring more compassion into our world.

EXPERIENCE

University of Pennsylvania. Philadelphia, Pa.

Teaching Fellow | December 2019 to present

- Conduct engaging discussions with 130 students and facilitate weekly learning opportunities to encourage participation.
- Provide feedback to students on materials focused around social impact strategy, community management, marketing, business models for social enterprise, and select electives.

Net Impact. Oakland, Ca.

Communications Manager | June 2016 to April 2020

- Produced the 2018 and 2019 keynote sessions, working closely with 28 keynote speakers, including Andrew Yang (Presidential Candidate), Shannon Watts (Moms Demand Action), and Gina McCarthy (NRDC).
- Curated the session program and supervised a full-time employee, three interns, and a contractor to create 180+ breakout sessions and workshops over four years.
- Built and strengthened industry partnerships to improve media placements, amplify coverage, and maximize the effectiveness of marketing strategies on thought leadership initiatives.

Spitfire Strategies. San Francisco, Ca.

Account Coordinator | June 2015 to March 2016

- Developed communication strategies for progressive nonprofit and foundation clients including the Gates Foundation, Walton Family Foundation, Community Catalyst, and New Teachers Center.
- Created action-based digital plans, including web, email, and social media analysis to help cause-based organizations expand their brands.

University of Florida. Gainesville, Fl.

Event Coordinator | October 2013 to May 2015

- Led internal communication and coordination among 30-person planning board including event logistics, speaker curation, registration outreach, sponsorships, and event technology.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis, and by leveraging competitor research.

SKILLS

- Strategy development
- Donor relations & stewardship
- Community outreach
- Website management & CRM
- Communication planning
- Team leadership & operations
- Relationship development
- Copywriting & editing
- Social media coordination
- Programmatic oversight

EDUCATION

University of Pennsylvania

Philadelphia, Pa. | Expected 2020

Master of Science: Nonprofit Leadership

University of Florida

Gainesville, Fl. | 2015

Bachelor of Science: Public Relations

AWARDS

Best Nonprofit Conference

2016, 2018, 2019 | EveryAction

Hall of Fame

2015 | University of Florida

J. Wayne Reitz Leadership Scholar

2014 | University of Florida

PROJECTS

Bicycle Coalition of Greater Philadelphia

Marketing & Donor Engagement

Dooner Social Ventures

Communications & Event Logistics

Social Impact Storytelling Summit 2020

Content Design & Session Moderator

Golden Gate National Parks Conservancy

Event Advisory Board Chair 2018, 2019

Back on My Feet - San Francisco

Team Lead - Tenderloin & Board Member