

Nimasheena N. Burns

1727 Great Bend Drive ♦ Durham, NC 27704 ♦ 910-874-4651 ♦ 984-329-7888 ♦ burnsn@gmail.com

EDUCATION

Double Bachelors in Communications and Political Science

UNIVERSITY OF NORTH CAROLINA
CHAPEL HILL
Chapel Hill, NC
Harvey Beech Scholar
May 2006

Masters of Public Affairs-Government Relations and Economic Development

Summa Cum Laude
NORTH CAROLINA
CENTRAL UNIVERSITY
Durham, NC
May 2009

Masters in Cybersecurity

BROWN UNIVERSITY
Providence, Rhode Island
Candidate Class of 2020

Graduate Certification in Financial Social Work

(Emphasis on Individual Spending)
CENTER FOR FINANCIAL
SOCIAL WORK
May 2010

Leadership North Carolina

Class XXII - May 2015

MEMBERSHIPS

American Society of Public Administrators

North Carolina Chapter Public Relations Society of America

North Carolina Association of Public Information Officers

HONORS

2019 Center for Regional Economic Competitiveness Innovation Award Recipient
2017 Triangle Business Journal 40 Under 40

2016 Triangle Business Journal Woman in Public Policy

2016 Wells Fargo/Blue Cross and Blue Shield Young Executive of the Year

2016 Spectacular Magazine Emerging Leader of the Year

2013 Albert Schweitzer Public Health Fellowship

Objective

Seasoned public affairs manager with strong writing skills and proven success in generating creative ideas and partnerships seeks opportunity in the management of Government Relations, Economic Development and Public Affairs

Skills Summary

- ♦ Government/Legislative Relations
- ♦ Crisis Communications
- ♦ Economic Development
- ♦ Regulatory Affairs
- ♦ Customer Relations Management
- ♦ Public Relations
- ♦ Web Content Management
- ♦ Social Media Marketing
- ♦ Change Management
- ♦ Conference Developer
- ♦ Community Relations
- ♦ Lobbying/Advocacy

Relevant Professional Experience

DIRECTOR OF COMMUNICATIONS AND PROJECT MANAGEMENT 02/2017 – PRESENT NORTH CAROLINA DEPARTMENT OF MILITARY AND VETERANS AFFAIRS

Proactively engages in relationship building activities that increase the visibility of the agency. Actively seeks opportunities to educate elected and appointed government officials, community and business partners about the NC defense business industry economy. Establishes the strategy for translating business objectives into an internal/external communication plan, driving the importance and best practice of communication for the *North Carolina Defense Industry Diversification Initiative*. Project manager for North Carolina's defense industry supply chain mapping survey. Advise agency executive staff on NC DIDI Commercialization Pilot Program. Spearheaded the development of the new Universal Production Growth Resiliency and Diversification Extension (UPGRADE) Program: A \$5 million program for NC companies moving into the commercial sector. Developed a Statewide Innovation Capacity Building Report and social networking analysis map. Developed Cyber Security tool kit and curriculum for the States Defense contractors to fulfill National Institute for Standards and Technology (NIST) cyber compliance requirements. Currently managing the Technology Driven Marketing Intelligence (TDMI) Report with Research Triangle Institute to study the feasibility of a statewide Gamification Center of Excellence. Instructor in the NC Defense Contractors Academy. Developed content for statewide cybersecurity and block chain road show, contractors academy and webinar. Serves as the point of contact for the DoD, USDA, SBA and EDA grant awards; reporting regularly to DMVA Secretary and NC State Vice Chancellor on the progress of the grant. Establishes eligibility requirements for small businesses to mitigate defense dependence; Conducts communications and outreach activities to stakeholders; plan, organize and execute leadership group / stakeholder outreach meetings to identify existing resources to mitigate defense dependence; oversee consultant outreach to defense-connected companies to learn about their needs and issues related to defense cuts. Webmaster, Social Media Manager Newsletter Editor for the NC DIDI. Serve as the internal point person to prepare conference materials, collateral, and presentation information. Builds and sources internal infrastructure for managing, assessing, processing and paying grants. Works withing cross functional teams to work to protect agency reputation, tell the agency's stories, bolster engagement, connect with our constituents, and bring new innovative solutions to life. Experience building and executing media campaigns, crisis management plans, and advising C-suite leadership. Develop corporate social responsibility, community relations and philanthropy objectives and work with industry stakeholders/constituents to develop plans.

DIRECTOR OF PUBLIC AFFAIRS, OUTREACH & LOAN MARKETING 12/2015 – 02/2017 UNITED STATES DEPARTMENT OF AGRICULTURE

Serves as senior staff responsible for planning, developing, and implementing the public affairs, media relations community relations, regulatory technical assistance, social responsibility activities and government relations programs. Manages the development of operating procedures to assure that initiatives and programs are planned, administered and disseminated to a wide variety of citizens and media outlets. Directed the statewide software change management initiative Bridges to Opportunity. Led to a 300% uptick in partnerships in customer relations management (CRM) due to new software usage. Website Director and Content Manager. National Social Media Contributor. Monthly Editor of State Wide Newsletter. Added as a communications consultant to the national public relations team for CRM. Responsible for studies of social markets, demographics, and internal and external relationship trends, partnership relations, grassroots outreach and interagency coordination that lead to FSA's \$327 million investment into NC economy. Manage convention promotion including the development of objectives for each conference Led collaborative programs and community engagement/ development projects between multiple agencies, and partners in an effort to improve local rural economies that are persistently impoverished. Guides and develops management and business plans, goals and objectives, operational strategies and planning, and program delivery. Represented the agency at state, regional and national events and have led legislative relations for the agency at the state level. Congressional External Affairs Liaison for FEMA during Hurricane Matthew. Communicates strategic plans of the Office as developed and promulgated by the USDA national office, White House Rural Council and USDA Rural Development. National coordinating team for USDA/White House Rural Council on Opioid Epidemic. National. State Grants Manager and Reviewer for \$10.5+ million annually. Works with Creative Services and external partners to furnish creative assets for content projects and social media. Liaison with State congressional management group, participating in the identification of opportunities and challenges and in the development of state priorities and initiatives. Build and source internal infrastructure for managing, assessing, processing and paying grants. Develops national and significant

SENIOR TECHNOLOGY CONSUMER OUTREACH AND PUBLIC AFFAIRS OFFICER

08/2007 – 12/2015

NORTH CAROLINA DEPARTMENT OF JUSTICE

Acts as a spokeswoman and represents the Attorney General's Office by educating governments, non-profits, religious institutions, veterans, citizens, businesses and commissions through the development of policy positions, speeches, advisory columns and outreach initiatives. Security Breaches, Financial Fraud, Cybersecurity and Identity Theft expert speaker for the Consumer Protection Division. I have acted as an in-person panelist/spokeswoman/keynoter for the agency on over 900 occasions or special events. Serve as active communications participant on the crisis management team, working on standby statements, update briefings, media monitoring, etc. Proactively, researches policies to see what changes could be advantageous and which trends might have negative future impact. Reviewed or managed approximately \$12 million external/ internal grant applications overall. Serves as lead relationship manager for non-profit organizations and builds new relationships that support the agency's DOJ Gives Initiative. Manage speaking submissions, awards, oversee media training, prepare for relevant opportunities and assist in presentation and collateral creation as needed. Defined benchmark and standards to measure the impact of community relations programs on targeted business outcomes. Highly sought out by financial management firms, chambers of commerce and banking institutions. Practical and strategic comprehension of North Carolina's state government. Well established relationships with elected officials and agencies. Experience with policy issues and interests impacting public policy within the State of North Carolina. 8 Years as a grant reviewer on Governors Crime Commission Review team. Develops PowerPoint, talking points, and other information materials for public presentations by myself as well as senior management. Educate press, bloggers, and influencers about our sound financing. Legislative Liaison stand-in Issue Areas include: Cyber Security, ID Theft, Consumer Protection, Financial Fraud. Coordinates Reputation Management and Crisis Communications. Manages existing relationships with industry partners and identify new relationships and industry events where agency should be present in order to further its mission. Investigates potential outreach programs, in-person events, and direct-to-consumer outreach Plans town halls and public service announcements. Aided in website and social media Content Development for internal and external communication. Provides operational support for the myriad of financial education and consumer protection efforts managed by Legislative Liaison and Public Policy Staff. Established and maintained effective working relationships with internal and external public affairs officials. Conducts long-range and short-term planning for institutionally collaborative programs, in-person events, and direct-to-consumer outreach efforts. Effectively consulted with business leaders to execute unified, multi-channel PR and communications to engage both internal and external stakeholders. Builds and sources internal infrastructure for managing, assessing, processing and paying grants. Prepares time-sensitive memoranda for senior leadership on topics related to intergovernmental stakeholder activity and policy development. year time period. Developed outreach material updates, revisions and reprinting as appropriate to keep all public information accurate and relevant. Detailed knowledge and understanding of the North Carolina legislative and executive processes.

2013 ALBERT SCHWEITZER FELLOW

ALBERT SCHWEITZER FELLOWSHIP – Raleigh, NC

I founded "Don't Kid Yourself Foundation". The project addresses kidney disease disparities and prevention in women in the rural southeastern region of North Carolina with poor water quality by implementing a 8 part series of outreach initiatives and providing various screenings for persons at increased risk for developing Chronic Kidney Disease due to poor water quality. The project was specifically centered in Bladen County North Carolina. I developed the website. I also authored all materials, secured panelist, speakers, talking points, press releases, speeches and official correspondences. Directed the county's first sponsored 5k Fundraiser Run. Development and implementation of events and conferences.

ASST PUBLIC AFFAIRS SPECIALIST promoted to MARKETING MANAGER

01/2007 - 08/2008

GOVERNORS HIGHWAY SAFETY PROGRAM - NC DEPARTMENT OF TRANSPORTATION

Monitored and managed weekly grant submissions from 350 NC law enforcement agencies. Acted as Spokesperson. Developed plans for dissemination of information and materials to a variety of publics to enhance the understanding of the GHSP's research accomplishments. Developed marketing programs and media strategies to aid in the intervention of hazardous driving practices. Examples: Booze It and Loose It, Click It or Ticket. I built coalitions for a variety of Law Enforcement Agencies and used an integrated approach to create online reporting system for grant participants to document their outreach initiatives. Maintained an adequate supply of communications materials at state office and shipping warehouses. Analyzed and wrote a variety of information designed to reach target audiences across varying age groups through the news media such as radio, television, newspaper. Evaluated the impact of communication plans in by monitoring BurrellsLuce to archive media coverage and develop internal database for superiors. Managed Website and Intranet Portal. Support coordination and implementation of employee volunteer events and regional site events, including tracking of attendees and participation, and responsibility for event details. Support and assist public affairs staff in executing on regional events and activities consistent with the national community relations strategy and government relations objectives. Developed press releases, speeches and official correspondences as well as talking points for the Director of the GHSP. Editor for, *Centerline*, the NCGHSP online-newsletter for North Carolina law enforcement and non-profit service organizations. Successfully advocated for the ban on Teenage Drivers Cell Phone use (Senate Bill 1289) and the new Motorcycle Helmet Laws. Prepared daily news briefings and send news alerts to the Department of Transportation Media Office as well as the Office of the Governor. Manages production of content for project's internal and external websites, including writing, reviewing and editing content, and managing content approval cycle through project's senior management and the customer. Manage the project events calendar in coordination with project management and organizing activities. Developed, designed, managed, and execute marketing materials and collateral for print, digital, events and new product channels. Examples include but are not limited to the following: Media Kits -- Promotional Mailers -- Email Campaigns -- Survey design and facilitation -- Print and digital advertisement design and execution -- Marketing and execution of webinars -- Development and implementation of events and conferences -- Create critical information feedback loops from various sources including external and internal stakeholders, surveys and website metrics to measure and continually improve the impact of our marketing initiatives. Collaborated with El Pueblo Inc.(a North Carolina non-profit statewide advocacy and public policy organization dedicated to strengthening the Latino Community) for revamped Spanish translated outreach and advocacy marketing materials. Produced PSA featuring the Carolina Hurricanes and The North Carolina BATmobile. (Blood Alcohol Testing mobile). Raised \$225,000 as Special Projects Coordinator for State Employees Combined Campaign. Traveled the state to educate students in various driving schools about the hazards of unsafe driving and impaired driving. Revamped the "Vince and Larrv: Test Dummv Program" statewide for government agencies as well as for us in private enterprises.

PUBLIC AFFAIRS AND RELATIONS ASSOCIATE

08/2006 – 05/2007

BRAD THOMPSON AND ASSOCIATES GOVERNMENT RELATIONS – Raleigh, NC

Sets advocacy priorities with volunteers while working on local political campaigns to highlight NC's past as it pertains to victims of predatory lending. Garnered communications between local non-profit organizations and NC towns with weak economic development. Advocated for more Green Economy and Green Build education. The areas in my particular scope were rural areas in the southeast and western parts of the state. Designed and assembled information packages as well as participated in brainstorming sessions. Prepared media conference information and placed follow-up calls to maximize media coverage. Monitored news sources and pitched story ideas to media in lending, technology, political, and financial fields. Prepared advocacy updates; conducted research on statewide policies/legislation for various NC elected officials for 2007 end of year lobbying reports. Produced detail report on the health care initiatives that were defined as problematic for North Carolina minorities for 2 year work group. Demonstrated communications through interaction with civic leaders at all levels of City and State government, presentation-making, production of detailed written strategic plans and analyses, public relations, media outreach, public speaking, production of detailed reports and memos, meeting facilitation, and VIP relations

SPANISH INSTRUCTOR

SUMMER 2004 AND SUMMER 2006

BLADEN & ORANGE COUNTY UPWARD BOUND PROGRAM – Elizabethtown, NC

Instructed Spanish for Beginning/Intermediate Level for rural area students in high school students in college preparatory program. Reports show that student's grades improved in foreign language at an overall minimum average of 50% after taking my course. Created lesson plans and tutorial services that were administered by 4 member learning team. Integrated computer and multimedia-assisted instructional technology to language learning.

COMMUNITY OUTREACH LIAISON

08/2004 -05/2006

CAROLINA WOMEN'S CENTER– Chapel Hill, NC

Developed and wrote public informational pieces on domestic violence, human trafficking and senior issues. Created the first CWC women's safety reading room with funds secured through proposals to the University System. Served as liaison between citizens of Orange County and local, state, and federal government agencies, facilitating the exchange of information and ensuring equal access to programs and services. Maintains accurate files, submits timely and accurate reports; meets timelines, follows through; apprises supervisor of status; provides viable & innovative solutions to problems; attends meetings/trainings, adheres to approved policy/procedure, represents the organization in a professional manner; made effective presentations. Met with community groups and presented information on applicable assistance programs. Monitored grants for student activity programs. Represented agency at various fairs, conferences, conventions and panels.

FISCAL AFFAIRS CLERK to ALUMNI RELATIONS ASSISTANT

08/2002 -05/2004

UNC SCHOOL OF LAW – CHAPEL HILL, NC

Revamped entire financial filing systems for Law School. Calculated funds for accounting executives and handled travel arrangements. Oversaw the Day to Day Administrative office handlings. Assisted in the development of workplace standards and goals. Handled reimbursements and coordinated student pay accounts; Funds Calculation. Worked with E-Procurement. Submitted financial reports for analysis

Volunteerism:

Triangle Girls Code

Dress For Success

Lupus Foundation of North Carolina

Boards:

Triangle Women - Dress for Success
 NC Women's Empowerment Conference
 State Employees Combined Campaign
 Fraud Prevention Re-victimization Project

2017 USDA Strikeforce Advisory Board
 LNC Government Relations Co-Chair 2015
 Rural Economic Development Loan Enterprise Taskforce
 Don't Kid Yourself Lupus Foundation

Senior Consultations:

NC Youth Advocacy and Involvement Office

NC Women's Commission

NC Highway Safety Youth Summit

Special Olympics North Carolina

Commission Staffing:

Financial Literacy Council
 NC Senior Fraud Taskforce
 Human Trafficking Commission
 NC Minority Health Disparities

NC Human Relations Commission
 Governor's Street Safe Taskforce
 Safe School and Internet Safety Commission
 Southeastern Info. Tech. Cybersecurity Taskforce

References and Work Samples Available upon Request - Available for Extensive Travel