

CHRISTOPHER BURLEY COMMUNICATIONS & FUNDRAISING LEADER

DENVER, CO | 202-427-1175 | CHRIS@CHRISTOPHERBURLEY.ONLINE |  LINKEDIN | [CHRISTOPHERBURLEY.ONLINE](https://christopherburley.online)

COMMUNICATIONS | DEVELOPMENT | ADVOCACY | MARKETING EXECUTIVE

Strategic communications, fundraising, and marketing leader with extensive experience helping nonprofit organizations, advocacy groups, foundations, and political campaigns increase revenue, mobilize supporters, influence public policy, and strengthen public engagement.

Proven track record leading integrated communications, development, digital engagement, media relations, membership growth, fundraising campaigns, and advocacy initiatives that have generated millions of dollars, millions of constituent actions, and measurable organizational growth. Recognized for building high-performing teams, creating compelling narratives, and translating complex issues into campaigns that inspire action and deliver results.

KEY ACCOMPLISHMENTS

- 25+ years leading communications, fundraising, advocacy, and marketing initiatives.
- Generated millions of dollars in fundraising revenue and membership support.
- Produced campaigns responsible for millions of constituent actions and supporter engagements.
- Built and led communications, marketing, and advocacy teams across nonprofit, political, and public-interest organizations.
- Extensive experience serving as spokesperson, media representative, public presenter, and organizational ambassador.
- Deep expertise in digital engagement, storytelling, content strategy, public affairs, and mission-driven communications.

EXECUTIVE ASSETS

Strategic Communications Fundraising & Development Marketing & Brand Strategy Media Relations & Public Affairs Digital Advocacy & Mobilization Donor Engagement Content Strategy & Storytelling Social Media & Email Marketing Campaign Management Video Production & Multimedia Content Team Leadership & Staff Development Public Speaking & Spokesperson Duties

CAREER IN ACTION

DIRECTOR OF DEVELOPMENT & COMMUNICATIONS | 2023 – 2024

MARKETING MANAGER | 2020 – 2023

Led all marketing, communications, fundraising, donor engagement, public relations, and brand initiatives for Pop Culture Classroom and Denver Pop Culture Con, one of the region's largest fan and education events.

Key Accomplishments:

- Directed integrated communications and fundraising strategies supporting organizational growth and mission advancement.
- Led donor communications, development campaigns, sponsorship messaging, and public engagement initiatives.
- Oversaw brand management, media relations, content development, social media, video production, and event marketing.
- Produced high-impact storytelling campaigns that strengthened audience engagement and supporter retention.
- Served as organizational spokesperson and public-facing communications leader.
- Developed multimedia content that expanded awareness of literacy, education, and youth programming initiatives.

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CHRISTOPHER BURLEY, LLC | DENVER, CO

INDEPENDENT COMMUNICATIONS & CAMPAIGN CONSULTANT | 2018 – 2023

Provided strategic communications, fundraising, advocacy, digital engagement, and campaign consulting services to nonprofit organizations, advocacy groups, foundations, and political campaigns.

Key Accomplishments:

- Developed fundraising, mobilization, and communications strategies that increased supporter engagement and campaign effectiveness.
- Produced persuasive written, video, and digital content supporting advocacy, electoral, and nonprofit objectives.
- Advised organizational leaders on messaging, communications planning, and audience engagement strategies.

BERBUR, LLC | DENVER, CO

Co-FOUNDER | 2016 – 2017

Co-founded a strategic communications and digital advocacy firm focused on nonprofit and public-interest campaigns.

Key Accomplishments:

- Created digital advocacy campaigns that generated public engagement and policy awareness.
- Developed multimedia storytelling, campaign messaging, and grassroots mobilization strategies.

CARE2 | DENVER, CO

SENIOR CAMPAIGNS MANAGER | 2014 – 2016

Directed digital advocacy, lead generation, and engagement campaigns for nationally recognized nonprofit organizations and socially responsible brands.

Key Accomplishments:

- Increased relevant lead generation by 18% year-over-year.
- Increased petition production by 150% while managing a global network of more than 20 freelance writers and campaign contributors.
- Authored industry best-practice white papers on digital marketing, advocacy, and supporter engagement.
- Led issue advocacy campaigns that generated media coverage, public awareness, and policy impact.
- Managed campaign development, performance analytics, audience growth, and engagement strategy.

WOMEN THRIVE WORLDWIDE | WASHINGTON, DC

VICE PRESIDENT, COMMUNICATIONS & OUTREACH | 2013 – 2014

Directed all communications, outreach, media relations, marketing, digital engagement, and fundraising communications for an international women's advocacy organization.

Key Accomplishments:

- Led organization-wide communications strategy supporting fundraising, advocacy, and public awareness goals.
- Oversaw media relations, digital content, video production, social media, and stakeholder engagement.
- Developed integrated communications campaigns highlighting global poverty, gender equity, and economic development initiatives.

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OBAMA FOR AMERICA | NEW MEXICO

STATE DIGITAL DIRECTOR | 2012

Led all digital communications and online engagement efforts for President Obama's successful New Mexico re-election campaign.

Key Accomplishments:

- Increased New Mexico Facebook audience by 308%.
- Increased Twitter following by 128%.
- Increased SMS subscriber base by 146%.
- Recruited, trained, and supervised a team of 10 volunteer content creators, photographers, videographers, and writers.
- Produced original content, campaign materials, videos, photography, and digital assets supporting statewide voter engagement.

DEFENDERS OF WILDLIFE | WASHINGTON, DC

SENIOR DIRECTOR, MEMBERSHIP & ONLINE ADVOCACY | 2011 – 2012

ONLINE CAMPAIGNS DIRECTOR | 2006 – 2011

ONLINE CAMPAIGNS MANAGER | 2005 – 2006

Progressively promoted into senior leadership roles overseeing digital advocacy, membership growth, fundraising, online engagement, and public affairs campaigns.

Key Accomplishments:

- Helped generate millions of constituent actions supporting wildlife conservation initiatives.
- Contributed to raising millions of dollars through online fundraising campaigns.
- Built and expanded the organization's early social media presence, including Facebook and YouTube.
- Developed national advocacy campaigns that influenced public debate and legislative outcomes.
- Managed staff, consultants, campaign strategy, content development, and supporter engagement programs.

EDUCATION



BACHELOR OF ARTS, MASS COMMUNICATIONS
SOUTHWESTERN COLLEGE | WINFIELD, KS