

Samuel Burke

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Summary

Strategic communications and marketing professional with 10+ years of experience delivering and executing high-impact campaigns, events, and digital content across multiple federal departments. Expertise in outreach, engagement, and strategic planning. Proven ability to lead large-scale initiatives, reach diverse audiences, and provide advice to senior management on complex issues and priorities.

Experience

Global Affairs Canada

Aug. 2024 – Present

Strategic Marketing Advisor, EduCanada

- Developed and implemented strategic marketing campaigns with a variety of communications products focused on promoting Canada as an international study destination.
- Created an outreach strategy for EduCanada's newsletter, grew the subscriber list to 50,000+, and drafted then published targeted content related to studying in Canada.
- Organized and executed a series of virtual education fairs, engaging 10,000+ international students and 50 Canadian learning institutions.

Canada School of Public Service

Aug. 2022 – Aug. 2024

Outreach and Engagement, Government of Canada (GC) Data Community

- Created and executed communications plans and content strategies to improve engagement with the data community and share data-related learning resources.
- Planned, promoted, and delivered the 2023 and 2024 GC Data Conferences, reaching over 8,000 attendees. Led the communications working group for these events, which consisted of designing, building, and launching the website, and leading promotions and marketing.
- Curated, edited, and published the GC Data Community's monthly newsletter, reported on key metrics, and grew subscriber list to over 3,000.

Health Canada

Oct. 2020 – Aug. 2022

Data Analyst, Performance measurement team

- Conducted social listening, research, and content analysis to support the department's content optimization projects, using tools including Meltwater.
- Responded to client requests for performance measurement reports related to social media and web using Google Analytics, Adobe Analytics, Hootsuite, and native social media analytics.
- Suggested and implemented team workflow automations related to metrics tracking and reporting, and contributed to departmental priorities related to digital technologies.
- Provided data-driven strategic and operational communications advice to partners, clients, and senior management, including up to the Minister's Office.

Treasury Board of Canada Secretariat

Apr. 2020 – Oct. 2020

Outreach and Engagement, Digital enablement team

- Provided communications advice and guidance to support various product launches, including drafting a marketing plan for Canada's single online window service delivery concept (OneGC), and a decommissioning strategy to transition internal use of GCTools to GCXchange.
- Delivered several information sessions on effectively utilizing the GCTools, responded to help requests, launched a new landing page for GCpedia and GCwiki, and developed communications material related to ongoing updates and maintenance.

Treasury Board of Canada Secretariat

Apr. 2020 – May 2025

Free Agent, Canada's Free Agents program

- Canada's Free Agents program offered select public servants the autonomy to pursue assignments that matched their skills and interests, allowing them to make contributions to high-impact areas.
- Free Agents were selected through a competitive screening process that assessed innovation attributes, including strategic thinking, leadership, empathy, resilience, and teamwork.
- In my tenure as a Free Agent, I contributed to four assignments at different Government of Canada departments, providing communications and marketing support and services.

National Research Council of Canada

Apr. 2019 – Apr. 2020

Communications Officer, Strategic communications team

- Provided strategic communications advice and support to various research centres, primarily focused on the aerospace and construction sectors.
- Planned, developed, and implemented a wide variety of communications projects, products, services, and activities, including web text, social media content, internal communications materials, and promotional materials for outreach and stakeholder relations.
- Coordinated and managed approval processes for creative requests, such as photo and video shoots, design work, and printing and distribution.

Statistics Canada

Sep. 2018 – Apr. 2019

Communications Officer, Social media and events team

- Developed social media campaigns for Statistics Canada's official accounts and provided communications advice to internal teams to ensure compliance with policies and best practices.
- Led the research, content and promotional strategy, and launch of @StatCan's Instagram page.
- Planned and coordinated all logistics for multiple "Talking Stats" events in different locations across Canada. These events featured a presentation by the Chief Statistician of Canada followed by a panel discussion with local subject matter experts.

Education

Carleton University (Ottawa, ON)

Sep. 2012 – Apr. 2016

Bachelor of Arts, Honours – Communication Studies

Minor in English Language and Literature