

Peter Burger

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OVERVIEW

- * Crafting resonant communications * Compelling diverse audiences * Writing, editing, project-management * On-strategy ideation
- * Web/intranet, blogs, podcasts, video, Twitter, LinkedIn, thought leadership, bylined articles, press materials, executive speeches/presentations, marketing collateral, advertising, proposals, pitch books, internal/employee communications, newsletters, change management communications, messaging platforms, communication kits
- * Contributor of op-eds to *PR Week* and reporting to *O'Dwyer's PR News* website and magazine

EXPERIENCE

MTA Capital Construction/Chief Development Office

New York, NY (2016-Now)

Senior Writer/Consultant

- Develop megaproject web content (mta.info), social media and trade publication engineering- and construction-focused content
- Write internal communications, employee newsletter and manage editorial calendar (key topics: projects, people, diversity and inclusion); create executive/board communications

Aisle W Communications

New York, NY (Ongoing: 2012-2016)

Consultant/Writer/Editor (multiple clients)

- Consulting/Accounting: Deloitte—created messaging platform and communication kits for global initiatives/change management; Marcum BP—wrote relaunched website content; Marsh & McLennan—managed social media, creating engagement-enhancing content
- Market Research: Maru/Matchbox—produced web, press, social media (blog, Twitter, LinkedIn) content; Nepa—crafted web rebrand and ebook to launch Sweden's top customer insights company in U.S. market
- Legal: Orrick—authored profiles of key alumni for relationship marketing program

Willis Towers Watson

Westchester, NY (2011-2012)

Senior Writer/Editor

- Wrote and edited numerous thought leadership articles—and created podcasts—promoting the intellectual capital, products and consulting services of leading benefits, human capital, risk consulting and insurance company
- Collaborated with service/product areas to market HR portals, HR service delivery, employee benefits, health care, employee value propositions, retirement, finance and risk management; topics included workforce of the future
- Created marketing materials and various forms of content for delivery via websites, intranets and portals, social media and print

Comfluence Communications

New York, NY (Ongoing: 2007-2011)

Consultant/Writer/Editor (multiple clients)

- Legal: Paul Hastings—authored thought leadership, marketing collateral, web, speeches and change management communications
- Financial Services/Insurance: JPMorgan Chase—revamped tech group's intranet, strategic messaging and newsletter; topics included digital workforce transformation; New York Life—crafted change management and employee communications
- Technology/Defense: L-1 Identity Solutions—wrote in-depth product web content and thought leadership on emerging security (biometric) technologies; Symphony Advanced Media—repositioned products by revamping web value proposition and messaging
- Online Marketing: Ultimate Office—relaunched comprehensive office product line by revamping web catalog copy; EcoHandyman—wrote and edited web product marketing materials to enhance value proposition

Ernst & Young LLP

New York, NY (2000-2007)

Assistant Director—Americas Communications & Marketing (promoted twice—from Senior Associate and Supervising Associate)

- Wrote and edited diverse marketing and communications for this Big Four professional services firm: Thought leadership, marketing collateral, multimedia presentations, new media, webcasts and websites; implemented global initiatives with firm-wide teams
- Wrote and edited employee newsletter, intranet articles, executives speeches/presentations; managed freelance writers and designers
- Created podcast series for pharmaceutical group including content, brand, promotional materials, communications and distribution plan
- Collaborated with CMO to develop Chairman's Values Award program recognizing employees for living the organization's values; sold program to leadership; worked with global teams to implement, promote and sustain program worldwide

Newmark Grubb Knight Frank, Inc.

New York, NY (1997-2000)

Manager—Marketing & Employee Communications (promoted from Proposal Writer position)

- Wrote and edited quarterly internal and external newsletters, online content, market reports and bylined articles
- Worked with brokers and property managers to create proposals/RFP responses; managed public relations and advertising agencies

EDUCATION

Dickinson College

- B.A., English and American studies * GPA: 3.6 * *Phi Beta Kappa*
- Newspaper reporter * Paid research intern for grant-funded professor * Junior year abroad: University of East Anglia, Norwich, UK

City College of New York (CUNY)

- M.S., Education * GPA: 4.0