

Erin Burns, MA  
Associate Director  
CDC's Influenza Division

**Erin Burns, MA**, is the associate director for communications for CDC's Influenza Division. In this position, she oversees communications strategy and content, including web, social media, print and broadcast media content development for seasonal, zoonotic and pandemic influenza. Erin started working on influenza communications during 2003 as the group's sole communicator and today provides oversight and management for a team of 12 people. In 2009, during the H1N1 pandemic, Erin was the lead communicator in the Technical Services Unit, the group charged with ensuring the scientific accuracy of all content. In 2020, Erin lead communications for the first three months of CDC's COVID-19 response. In this role, Erin helped craft early CDC messaging on the coming pandemic. Subsequently, Erin returned to her position in the Influenza Division where she led the 2020-2021 influenza vaccination campaign with intermittent deployments to continue to support the agency's COVID-19 response.

Prior to joining CDC, Erin was the director of the publications and editorial department at CARE USA where she managed a team of eight and was responsible for concept, content, design and production of all marketing and communications printed materials and web content. Before that, Erin worked as a journalist in South America and as a communications consultant at the World Bank for about five years. Erin received an undergraduate degree from The Johns Hopkins University and a double master's degree from The Johns Hopkins School of Advanced International Studies (SAIS).