

May Malik

Senior Advisor for Public Education Campaigns
HHS-ASPA

May has over 14 years of cross-sector experience developing strategic partnership, communications, fundraising, and external affairs strategies.

May was appointed Senior Advisor for Public Education Campaigns at HHS-ASPA in June 2022 and began serving as Acting Deputy Assistant Secretary for Public Education in October 2022. As HHS's lead advisor for public education, May oversaw the work of the of HHS' *We Can Do This Campaign*, which, in its first year, administered nearly 60M doses of the COVID-19 vaccine, [preventing nearly 250,000 hospital visits, and saving over 50,000 lives.](#)

In 2015, May joined the administration of NYC Mayor Bill de Blasio - first as Director of Public- Private Partnerships at NYC Service, where she developed strategic cross-sector partnerships to leverage financial and people power in addressing some of New York City's greatest challenges, and later as Deputy Commissioner of External Affairs at the Mayor's Office of Immigrant Affairs, where she oversaw a 25-person external affairs department, encompassing the agency's communications/marketing/press, community outreach and organizing, and intergovernmental affairs/constituent services portfolios.

During her tenure, May co-produced and oversaw the development of multiple citywide multimillion-dollar public awareness, campaigns, including the 2019-2020 IDNYC Renewal Campaign, the *COVID-19 Support. Not Fear.* campaign (in collaboration with the NYC Department of Health and Mental Hygiene), and *Cities for DACA*, a nationwide campaign elevating the importance of the DACA program on our national economy.

Prior to her time in government, May worked on emergency education issues with Save the Children USA in Sudan; co-designed communications and fundraising strategies for Lalela, which provides arts education and critical messaging to at-risk youth in South Africa, Northern Uganda, and the South Bronx; co-founded P.R.Y.D.E., a nonprofit aimed at partnering with conflict-affected communities in order to facilitate social transformation through community- driven peace education; and traveled to 30+ countries and over 100 cities as a tour publicist for Depeche Mode.

A perpetual student of leadership philosophy, May is a proud graduate of Coro's Leadership New York! May received her B.A. in Political Science from the University of California, Santa Barbara, and her MA in International Educational Development from Columbia University.