

CAREER SPOTLIGHT: CHLOE BURKE

Chloe Burke is a Public Policy Manager for the Global Public Policy Team at Instagram. University of Florida, B.A., IMBA, J.D.; Northwestern University, J.D.

QUESTIONS & ANSWERS

1. Please briefly explain your career path and what led you to where you are today.

I always knew I wanted to leverage my skillsets for a global career, in an innovative and relevant space, and to work with diverse stakeholders to support community building and advance business goals.

In college, I studied Portuguese and Political Science with minors in Spanish and Latin American Studies. This afforded me opportunities to publish in multiple languages, think about challenging policy issues, and refine soft skills that make a hard difference.

I enjoy connecting with people, it is etched in my identity and upbringing, and I find joy in exquisite design elements and innovation. I enjoy problem-solving and knew I needed to refine my hard skills in finance and engineering. Before law school, I worked at a consulting engineering firm, which helped me understand project and product management, and before that, I had a litany of meaningful internships that fostered opportunities to hone international experience in the public and private sectors. I pursued a Master's in Business and a Juris Doctorate simultaneously, and this positioned me well for the career I have and the one I have always desired.

2. What is something that has changed since you began working in entertainment law, and how has that change impacted your current career in the industry?

I work in tech and generally we move fast, frankly, change is a constant. It's pretty much the lifeblood of this kind of work. We change, we iterate, and we move fast. This is actually one of the reasons I'm drawn to this work, we're constantly refining and on the cutting edge, sometimes building while we fly. It's really a joy to be on the cusp of building innovative policies.

3. What was your first "win" that made you confident that you belonged in your career or the industry overall?

I don't find value in counting wins, I find joy in my journey. I got a lot of joy passing legislation in varying places from Georgia to Costa Rica that impacted the business (I was at Airbnb at the time) to support diverse

stakeholder-like female entrepreneurs, indigenous communities, and black leaders, among others trying to make a living.

4. What impact would you like to make on the entertainment industry throughout your career?

I find joy in being happy and intellectually stimulated. I have been blessed to drive impact serving millions and now billions of users on digital apps throughout my career. I think the greatest impact I can have on this space is leveraging the expertise I've honed with others in my social circle, in my community, and with stakeholders in the public and private sectors.

5. What is the biggest risk that you've taken in your career? How has that risk helped you in your career or what lessons did you learn from it?

Speaking up. The act of speaking up is a muscle and I try to keep it supple. Sometimes you have to disagree and commit, and I'm okay with that. Second to this is giving feedback, meaningful hard feedback, with empathy.

6. What is one of the biggest misconceptions in your industry?

That we don't care about others, and that we willingly fall short. None of which is true. Many of my colleagues and I give our all to do our best.

7. What is one piece of advice that you would give to students trying to break into the entertainment industry?

Surround yourself with diverse people. Be flexible, be nimble, remember your morals, listen, be open, and be prepared for any change. Hone your skill sets, invest in yourself, and see people in their humanity and their potential.

Being someone people like to work with and being even-keeled can open doors and invite you on rocket ships no degree or experience can merit. Dive deep into the things that energize you, be kind, strategize and execute. You can always reinvent. And there is nothing wrong with going to a job for the money and filling your cup with passions in other ways. In the words of Max Ehrmann's "Desiderata:" "Strive to be happy after all it is a beautiful world."