

# Elyssa Pachico

Strategic communications with a Latin America focus

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## Elyssa Pachico

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### My expertise:

- Producing **timely, accurate research** and communications materials
- **Strategic thinking** about how to best disseminate online content and reach target audiences
- Engage with **diverse partners** to tell stories more effectively

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### Work history

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#### Due Process of Law Foundation / Communications consultant

AUGUST 2020 - APRIL 2021, MEDELLÍN, COLOMBIA

- Led a website relaunch process, including Google Analytics reports of website visitor behavior, surveying staff, the development of a brand manual and new logo, the development of a communications manual, and a comprehensive website redesign.

#### Washington Office on Latin America / Communications consultant

SEPT 2017 - PRESENT, MEDELLÍN, COLOMBIA

- (January 2021- present): Lead communications strategy around innovative human rights campaigns and rapid response efforts. Managed a staff of four.
- Supported the execution of a content strategy in which rapid response news releases, improved SEO and web production practices, media outreach efforts, timely social media posts, and strategic production of other communications materials **brought website visits to an 11-year high**, increasing page views 82 percent between 2017 to 2019.
- Supported aggressive and creative rapid response strategies that lead to exponential growth on social media platforms and, on average, over 600+ press hits for the organization every year.

#### International Center for Journalists / Program manager

MAY 2016 - SEPT 2017, WASHINGTON D.C.

- Supervised a team of 11 editors and translators based in the U.S. and overseas in order to produce IJNet, a website on journalism resources that is published in seven languages. Oversaw a content strategy that resulted in [ijnet.org](http://ijnet.org) **registering its highest number of users ever**, with nearly 5 million page views and nearly 2.7 million visitors by the end of 2016.

- Organized the program's [first-ever regional digital innovation training and mentorship program](#) for over a dozen journalists based across the Middle East.
- Managed work plans, budgets, deliverables and donor reports for approximately \$874,000 in program funding, while representing the organization in meetings with donors and at international conferences

### **InSight Crime / Managing editor**

SEPT 2014 - SEPT 2015, MEDELLÍN, COLOMBIA

- Maintained rigorous editorial standards for writing, reporting, research, social media management, and multimedia production, while overseeing a team of six writers, as well as a roster of freelance contributors, researchers, and interns. [Led in-depth coverage and analysis of major breaking news in the region](#), including the resignation of Guatemala's President Otto Pérez Molina, the mass kidnapping and disappearance of students in Mexico, and the arrest of Sinaloa Cartel leader "Chapo" Guzmán.

### **InSight Crime / Writer and researcher**

JAN 2010 - JULY 2013, MEDELLÍN, COLOMBIA

- Carried out field research in rural Colombia and Venezuela, producing in-depth policy memos and other reports to clients that contracted InSight Crime to investigate organized crime-related issues, including the European Union, Colombian companies, and multinationals. The consistent high quality of this writing, reporting and research helped the organization [expand its consultancy services, increase its funding, and double its staff](#) over this time period.
- Pitched original ideas in order to [write 3-8 articles per week](#), adhering to high editorial standards, monitoring and explaining issues related to organized crime, public policy, and human rights in Latin America.

### **Freelance writer, researcher, and fixer**

JAN 2010 - PRESENT, MEDELLÍN, COLOMBIA

- Clients have included Open Society Foundations, the BBC, the European Council on Foreign Relations, UnidosUS, and corporate intelligence company Fusion GPS.

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## **Education**

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### **American University / MA**

AUGUST 2013 - AUGUST 2014, WASHINGTON D.C.

Journalism and Public Affairs. [Awarded the Investigative Reporting Workshop merit scholarship](#). As part of the fellowship, I completed internships at the *Washington Post* investigative desk, a PBS Frontline documentary team, and at WAMU 88.5, contributing data analysis, reporting, and research.

### **Wesleyan University / BA**

SEPT 2004 - MAY 2008, MIDDLETOWN, CT

College of Letters (Humanities). Graduated with high honors.

## Colegio Bolivar / High school

SEPT 2000 - JUNE 2004, CALI, COLOMBIA

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### Academic papers

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- “The Jesuits in Colombia’s Magdalena Medio.” Included as a chapter in *Religious Responses to Violence: Human Rights in Latin America Past and Present*, published by Notre Dame University Press (2016).
  - “Colombia’s Black Web: Guerrilla Websites, Twitter Protests and the Cybercrime Challenge.” Included in *The Open Empowerment Era: From Digital Protest to Cyber War*, published by the SecDev Foundation (2016).

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### Other skills

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**LANGUAGES:** Fluent in Spanish. **MULTIMEDIA:** Basic skills in Excel, Final Cut Pro X, Final Cut Pro 7, iMovie, Garageband, Canva, Joomla CMS, Wordpress CMS, Google Analytics, HTML, Adobe Illustrator, Adobe Photoshop, Mailchimp. **EQUIPMENT:** Sony A77 digital SLR camera, Panasonic AG-HMC40 pro camcorder, Canon HF R400 camcorder, Lavalier microphone, Zoom H1 digital audio recorder.