

Elyssa Pachico

Strategic communications with a focus on human rights, progressive messaging, and digital impact.

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My expertise:

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- 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

Alianza Americas / Director for Communications

NOVEMBER 2021 - PRESENT, MEDELLÍN, COLOMBIA / PORTLAND, OREGON

- As the head of a team of four people, I implement the communications plan for the Alianza Americas coalition, working with dozens of grassroots organizations across 18 states.
- Develop and implement a press strategy that **increased the organization's press mentions by 65 percent**, including a **139 percent increase in English-language media hits and a 436 percent increase in getting our press releases quoted by media.**

Washington Office on Latin America / Acting Vice President for Communications

JANUARY 2021 - NOVEMBER 2021, MEDELLÍN, COLOMBIA / PORTLAND, OREGON

- Led the final stages of the launch of an innovative multimedia campaign, #ConLíderesHayPaz. By strategically disseminating information to policymakers, media, and online audiences about the urgent need to protect activists in Colombia, **the campaign successfully laid the groundwork for advocacy in Washington around building peace in Colombia at a critical moment**, during the outbreak of Colombia's April 2021 protests.
- Managed a budget of approximately \$300,000 and a staff of four.

Washington Office on Latin America / Communications consultant

SEPT 2017 - JANUARY 2021, MEDELLÍN, COLOMBIA / PORTLAND, OREGON

- 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 website visits 70

percent between 2017 to 2020.

- Spearheaded aggressive and creative rapid response strategies that led to exponential growth on social media platforms (including [doubling WOLA's number of Twitter followers](#)), and, on average, [over 600+ press hits for the organization every year](#), including op-ed placements in outlets including *The Hill*, *NPR*, and *Foreign Policy*.

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 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.

Education

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

Academic papers

- “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

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.