

# Elyssa Pachico

## Strategic communications with a focus on human rights, earned media, and digital impact.

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Portland, OR // Medellín, Colombia

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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

#### Alianza Americas / Director for Communications

NOVEMBER 2021 - APRIL 2023, MEDELLÍN, COLOMBIA / PORTLAND, OREGON

- Developed and implemented a press strategy that [increased the organization's press mentions by 258 percent](#), including a [121 percent increase in getting our press releases quoted by media](#).
- Made organization-wide communications processes clearer and more effective through the production of style guides, internal trainings, and the use of digital tools.
- [Engaged partners and donors in responding to disinformation attacks](#) after Alianza Americas filed a lawsuit against Florida Governor Ron DeSantis for alleged illegal transport of migrants.

#### Washington Office on Latin America / Acting Vice President for Communications

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

- Oversaw the launch of the final stage of an innovative multimedia campaign, #ConLíderesHayPaz. By strategically disseminating information about the urgent need to protect Colombia's Black and Indigenous activists, [the campaign successfully laid the groundwork for advocacy in Washington at a critical moment](#), during the outbreak of Colombia's April 2021 protests.
- [Engaged celebrities, consultants, and staff in organizing WOLA's 2022 human rights award gala](#), raising tens of thousands of dollars for the organization.
- 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 aggressive and creative rapid response strategies that led to, on average, [over 600+ press hits for the organization every year](#), including op-ed placements in outlets including *The New York Times*, *The Hill*, *NPR*, and *Foreign Policy*.
- Executed a content strategy in which press releases, talking points, improved SEO and web production practices, timely social media posts, and strategic production of other communications materials [brought website visits to an 11-year high, doubled WOLA's Twitter followers, and advanced WOLA advocacy for human rights with key decision-makers in the U.S. and Latin America.](#)

### **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.](#)
- 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

- Pitched original ideas in order to [write 3-8 articles per week](#) about organized crime, public policy, and human rights, adhering to high editorial standards.
- 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. Clients included 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.

### 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

- “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, ActionNetwork.