



digitalbysalo.com

Brooklyn, New York

Skills & Tools

Accessibility & Compliance

- WCAG, ADA, GDPR

Analytics & Performance

- Google Analytics, Crazy Egg, Microsoft Clarity

Content Management Systems

- Drupal, WordPress

Content Strategy & Copywriting

Design Collaboration Tools

- Adobe Creative Suite, Figma, Miro

Digital Product & Web Operations

Email Marketing & CRM

- Constant Contact, Emma, Mailchimp, Every Action

Front-End Development

- HTML, CSS

Project Management

- Asana, Jira, Monday.com, Wrike

SEO & Content Optimization

UX/UI & Information Architecture

Education

American University

Bachelor of Arts in Communication
Studies, Media & Society

Languages

English, Spanish

Awards

Communicator Awards

- 2026 Award of Excellence, General, Non-Profit
- 2026 Award of Excellence, Features, Website Redesign

Memberships

Nonprofit Technology Enterprise
Network (NTEN)

Academy of Visual & Interactive
Arts (AIVA)

SALO ABURTO-LENETT

Work Experience

Pacific Environment

Communications Manager, Web Content & Operations

Sep 2024 - Present

- Led an award-winning organization-wide website redesign, overseeing cross-functional stakeholders and external partners from concept and design through project planning, implementation, quality assurance, and launch.
- Direct digital operations and performance for Pacific Environment's web presence, overseeing UX improvements, day-to-day management, and strategic direction.
- Build and govern a scalable content architecture for a 300+ asset digital library, improving taxonomy, tagging, navigation, SEO, and publishing workflows.
- Serve as the primary relationship manager for external web vendors and consultants, overseeing website development, CRM migration, hosting, infrastructure, and ongoing digital platform enhancements.
- Manage email communications and supporter engagement, producing monthly newsletters and optimizing content in collaboration with programs.
- Analyze traffic, engagement, and conversion data to inform improvements.
- Provide organization-wide technical support, integrations, and troubleshooting, including assistance for international staff.

Atlantic Council

Associate Director, Web Content Strategy

Mar 2024 - Aug 2024

- Oversaw all web operations, aligning with organizational needs.
- Conducted content audits, built visualizations, and implemented code updates to improve structure and functionality.
- Trained staff on content production and collaborated with designers to refine layout and UX.
- Applied SEO strategies to increase search visibility, analyzed engagement, and supported content distribution, including developing an organization-wide SEO optimization guide.
- Monitored traffic and site performance, upholding accessibility and content standards.
- Developed and managed publishing workflows, timelines, and resources.
- Partnered with lead developer to support backend operations, including hosting, security, and cookie consent management.

Environmental Defense Fund

Digital Content Specialist

Aug 2021 - Feb 2024

- Coordinated cross-functional web projects, including a site-wide platform refresh, managing requirements, timelines, stakeholder communication, QA, and implementation.
- Managed content production and publishing across Drupal and WordPress, partnering with developers to ensure accessibility and brand consistency.
- Trained staff on content creation best practices, helping define goals and select effective formats, from short-form to interactive experiences.
- Delivered quarterly performance insights, benchmarks, and recommendations to guide team and leadership decisions.
- Led the transition from email-based requests to a centralized Zendesk intake system, designing workflows, prioritization processes to improve visibility, efficiency, and delivery of digital projects.

National Council of Architectural Registration Boards

Communications Assistant / Content Producer

Feb 2019 - Jul 2021

- Produced and managed digital communications across webinars, newsletters, blogs, web pages, presentations, and press materials.
- Monitored and engaged with audiences across social media channels, ensuring timely responses and consistent messaging.

Continue on next page →



digitalbysalo.com

Brooklyn, New York

Skills & Tools

Accessibility & Compliance

- *WCAG, ADA, GDPR*

Analytics & Performance

- *Google Analytics, Crazy Egg, Microsoft Clarity*

Content Management Systems

- *Drupal, WordPress*

Content Strategy & Copywriting

Design Collaboration Tools

- *Adobe Creative Suite, Figma, Miro*

Digital Product & Web Operations

Email Marketing & CRM

- *Constant Contact, Emma, Mailchimp, Every Action*

Front-End Development

- *HTML, CSS*

Project Management

- *Asana, Jira, Monday.com, Wrike*

SEO & Content Optimization

UX/UI & Information Architecture

Education

American University

Bachelor of Arts in Communication Studies, Media & Society

Languages

English, Spanish

Awards

Communicator Awards

- *2026 Award of Excellence, General, Non-Profit*
- *2026 Award of Excellence, Features, Website Redesign*

Memberships

Nonprofit Technology Enterprise Network (NTEN)

Academy of Visual & Interactive Arts (AIVA)

Work Experience Cont.

- Maintained organizational style standards (AP Style), ensuring consistency across communications and publications.
- Edited and proofread organizational materials, including brochures, reports, and conference publications.

Proceedings of the National Academy of Sciences

Marketing Assistant

Mar 2018 - Feb 2019

- Contributed to the marketing and outreach efforts of PNAS, including creating marketing materials, drafting and editing copy, designing marketing collateral, and maintaining contact lists.
- Managed social media presence of PNAS by creating content, researching best practices, and compiling analytics data to later report out.
- Implemented successful email marketing tactics for PNAS, including designing email templates and maintaining email lists and sending schedules.
- Helped achieve subscription goals for PNAS by tracking sales, reviewing reports, and responding to customer inquiries.
- Conducted market and competitor research, analyzed information, and employed creative problem-solving abilities to identify strengths and weaknesses of solutions.
- Built and maintained internal and external relationships, and assisted with processing financial paperwork and maintaining financial records when needed.

Miami Lighthouse for the Blind & Visually Impaired

Coordinator of External Relations

Jul 2017 - Mar 2018

- Coordinated special events, including continuing education events and educational programs, and related logistics.
- Handled RSVP lists, food/catering, event rentals, sponsored solicitations, and event follow-up correspondence.
- Represented Miami Lighthouse at various health expos and events.
- Responsible for inventory of marketing and promotional materials.
- Provided strong writing, proofreading, design assistance, and content production for all Program Departments.
- Regularly managed Miami Lighthouse's publications and promotional materials, as well as the website and social media channels.