



digitalbysalo.com

Brooklyn, New York

Skills & Tools

Adobe Creative Cloud

- *Photoshop, InDesign, Illustrator*

Analytics & Scroll Maps

- *Google Analytics, Crazy Egg, Microsoft Clarity*

Content Management Systems

- *Drupal, WordPress*

Copy Editing & Writing

Digital Campaigns

Email Marketing

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

HTML/CSS

Project Management

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

Search Engine Optimization

Social Media

Web Design & UX/UI

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)

- *Member*

Academy of Visual &

Interactive Arts (AIVA)

- *Member & Juror*

SALO ABURTO-LENETT

Work Experience

Pacific Environment

Communications Manager, Web Content & Operations

Sep 2024 - Present

- Led an award-winning organization-wide website redesign and refresh, overseeing cross-functional stakeholders and external partners from concept and design through content strategy, migration, and implementation.
- 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 content management.
- 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 internal web projects, including a site-wide design refresh, aligning digital efforts with organizational goals.
- 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.
- Provided web support through Zendesk, ensuring quality control and efficient project delivery.

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



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Work Experience Cont.

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.