

# ELLY PIMENTEL

## MARKETING + COMMUNICATION | DIGITAL STRATEGY | OPTIMIZATION

(509) 895-9039 | [elly.a.pimentel@gmail.com](mailto:elly.a.pimentel@gmail.com) | [www.linkedin.com/in/elisabethpimentel](http://www.linkedin.com/in/elisabethpimentel) | [ellypimentel.com](http://ellypimentel.com)

---

### SUMMARY

---

Results-driven marketing leader with 13 years driving operational excellence, strategic vision, and team empowerment. Known for leading high-performing teams, streamlining systems, and building connections that inspire loyalty and elevate brands.

### CORE COMPETENCIES

---

|                                   |                                    |                                  |
|-----------------------------------|------------------------------------|----------------------------------|
| Content Strategy & Development    | Corporate Communications           | SEO Optimization & Analytics     |
| Multi-Channel Management          | Partnerships + Influence Marketing | Graphic Design & Video Editing   |
| CMS Proficiency (WP, Squarespace) | Social Media Management            | Cross-Functional Team Leadership |

### PROFESSIONAL EXPERIENCE

---

#### Communications Manager, Catholic Charities of Central Washington July 2025 – Present

- Leading communications strategy for services spanning 17 counties and 50,000+ people annually
- Managing brand voice, content planning, and integrated campaign development
- Overseeing website, intranet, social media, and donor-facing communications
- Collaborating with senior leadership on enterprise systems and digital platforms
- Directing media relations and shaping agency messaging across Central Washington
- Supervising the Communications team and aligning content across programs and audiences

#### Independent Consultant, Marketing & Digital Strategy November 2024 – Present

- Delivering strategic digital marketing services across web, content, CRM, and campaign execution
- Optimizing websites for SEO, UX, and responsiveness to boost traffic and engagement
- Driving messaging alignment through consulting on positioning, storytelling, and brand voice
- Advising clients on digital infrastructure, operational workflows, and audience targeting best practices

#### Communications Manager, Adventurer Manufacturing January 2023 – October 2024

- Led creative strategy for multi-platform campaigns, ensuring consistent brand messaging.
- Strengthened community engagement via events, newsletters, and participation in owners' forums.
- Directed Google + Meta ad campaigns, implemented GTM metrics and CRM-Meta integrations.
- Managed PR partnerships, preparing campaign materials and media kits for launches.
- Performed website content updates, including UX fixes, new pages, and WooCommerce product catalog.

#### Marketing Strategist & Coordinator, Adventurer Manufacturing January 2022 – January 2023

- Designed seasonal strategies to amplify brand visibility through organic and paid social media content.
- Created digital resources supporting pre-purchase education, dealer relations, and sales goals.
- Developed SOPs for ambassador programs and pro-deal influencer initiatives.
- Conducted research to refine positioning and inform annual content and budget planning.

**Social Media Specialist, Yakima Valley Farm Workers Clinic****August 2021 – December 2021**

- Created bilingual campaigns for 41 Facebook pages, boosting engagement in underserved communities.
- Implemented Meta and Google Ads to increase awareness of essential public health initiatives.
- Directed live-streamed events, expanding community outreach and building stronger connections.
- Designed interactive content strategies to foster inclusivity and amplify online engagement.
- Developed reporting and optimizations based on effectiveness of campaign and ad strategies.

**Social Media & Community Coordinator, Adventurer Manufacturing****June 2020 – June 2021**

- Planned and executed campaigns aligned with industry trends to increase audience relevance.
- Created customer-focused content strategies to improve product visibility and drive conversions.
- Launched virtual product tours, improving accessibility and boosting audience engagement.
- Built influencer partnerships to grow reach, drive impressions, and amplify brand storytelling.
- Led website redesign efforts to ensure cohesive branding, UX upgrades, and SEO optimization.

**Copywriter & Social Media Manager, Windermere Real Estate UT****November 2018 – March 2020**

- Managed corporate and agent social media, boosting engagement and expanding online presence.
- Developed training programs to improve agents' social media skills and audience interaction.
- Standardized publishing workflows (SOPs), ensuring consistent branding and efficient content creation.
- Monitored performance metrics to refine content strategies and optimize campaign results.
- Created MLS listings, SEO blogs, and multimedia content to enhance property visibility and traffic.

**Advertising and Marketing Consultant, BYU-Idaho****April 2013 – April 2017**

- Managed digital and print ad channels, ensuring alignment with university branding and messaging.
- Conducted research and led workshops to improve communication strategies across departments.
- Implemented a ticketing system, streamlining requests and reducing response times.
- Advised teams on brand standards to ensure consistent messaging across all communications.
- Collaborated on marketing projects, enhancing outreach efforts through strategic planning.

**EDUCATION + ADDITIONAL EXPERIENCE**

---

**Bachelor of Science in Communication**

Brigham Young University - Idaho – Rexburg, ID

- Core Emphasis: Advertising
- Supplementary Focus: Organizational Communication & Interpersonal Dynamics
- Member of AAF (American Advertising Federation)
- Washington Media Scholar

**TECHNICAL SKILLS + ADDITIONAL INFORMATION**

---

- Web / CMS Management: WordPress, Squarespace, WIX
- Marketing Automation & CRM: HubSpot Enterprise, Mailchimp, Brevo, Pipedrive, Salesforce
- Analytic Tools: Google Analytics, GTM, Meta Ads Manager, Google Ads
- Social Media Platforms: Meta Business + Portfolio Managers, LinkedIn, TikTok, Pinterest, YouTube, WhatsApp
- Graphic Design & Video Editing: Adobe Creative Suite, CapCut
- Project Management: Asana, Later.com, Microsoft 365, Notion, Basecamp, Evernote, UpWork
- Other Skills: Public Speaking, Events Management, NOCTI Certification (Video Production),

**Languages:** English and Spanish fluency