

Mariessa Pinto



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Communications professional with 3+ years of experience creating content, managing digital platforms, and strengthening organizational presence across web, email, and social media. Skilled in communication strategies, stakeholder engagement, and producing high-quality digital and print materials.

Work Experience

Communications & Digital Coordinator

March 2024 – Present

Digital Link Inc.

Edmonton AB

- Created and managed compelling, impactful marketing content across email, social media, websites, and print materials to support donor engagement and acquisition for nonprofit clients.
- Led the design and execution of digital campaigns, increasing program visibility and strengthening stakeholder relationships.
- Leveraged Google Analytics and Tag Manager to generate insights, evaluate campaign effectiveness, and inform optimization strategies.
- Collaborated with nonprofit teams, vendors, and community partners to plan and implement initiatives that aligned with fundraising goals and brand guidelines.
- Spearheaded major website redesigns for organizations such as Brain Care Centre (10k+ weekly visitors) and Little Warriors, ensuring accessibility, long-term sustainability, and improved donor experience.

Athlete – Archery

May 2018 – Oct. 2021

Archery Canada

- Won an individual silver medal at the 2020 Online Cup of the Americas securing a 200% increase in funding for the Canadian Women's Archery Team for 2021 allowing the team to successfully qualify a woman for the 2020 Tokyo Olympic Games.
- Developed strong skills in discipline, resilience, and collaborative goal achievement under pressure.

Projects

Project Manager / Full-Stack Web Developer

Sept 2023 – May 2024

Innersight

- Led the conception and development of a mental health journaling app allowing users to analyze journal entries using AI. Programmed sentiment analysis to capture 80% more emotions from users entries resulting in more actionable analysis of journal entries.

Education

Digital Design and Development Diploma

Sept. 2022 – May 2024

British Columbia Institute of Technology
Burnaby BC

- Specialized in digital design, content creation, and web application development.
- Presented a fully functioning application to an audience of 80+, generating strong interest in further development.

Bachelor of Arts in French and Political Science

Sept. 2016 – Dec. 2021

Simon Fraser University

Burnaby, BC

- Researched and promoted French Canadian political and cultural issues through media outlets such as La Source Newspaper and CJSF Radio.

Volunteer

Athlete Representative

Aug. 2017 – Aug. 2021

British Columbia Archery Association

- Collaborated on optimizing the Athlete Pathway, accelerating provincial-level athletes' progression to national and international programs at twice the usual rate. Contributed to a BC Athlete securing a 4th place finish in the 2022 Pan American Championships.

Highlights and Qualifications

Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Figma
Microsoft Office Suite
Google Analytics
Google Tag Manager
Hootsuite
WordPress

Communications & Web Tools

Copywriting & Editing
Strategic Messaging
Newsletter Development
Social Media Content Creation
WordPress (HTML/CSS/JavaScript)
Website Content Management
Data Visualisation & Reporting
Project Management Tools
Accessibility & Inclusive Language
System Administration

Personal Skills

Bilingual (French and English)
Cultural Competency
Public Engagement & Outreach
Digital Storytelling
Responsive Web Design
Organizational
Time Management
Project Coordination (Agile)
Collaborative & Independent
Detail-Oriented Proofreading

Awards/Achievements

- Peter Campin Memorial Award – Oct 2023
- BCIT Women in Computing Award at Hack the Break – 2023
- SFU Dean's Honor Roll – Fall 2021
- Petro-Canada FACE Grant (\$5000) – 2019 Recipient
- Abbotsford Sports Wall of Fame – 2019
- ACUFC Bursary for French Exchange (\$5000) – 2018
- Speaker at the BC Sportsmen Show – 2018
- Published co-author in La Source Newspaper – May 2017
- Silver Medalist – Online Archery Cup of the Americas – Oct 2020
- Bronze Team Medalist – Online Archery Cup of the Americas – Oct 2020
- Long Listed for Tokyo Olympic Games Archery – 2020
- Archery Team Canada member at the Pan American Games in Lima, Peru – 2019
- Bronze Team Medal at the Archery Continental Qualifier in Santiago, Chile – 2019
- 3x Canadian Record Holder in Archery
- 7x BC Record Holder in Archery

Activities/Interests

- Set Representative at BCIT
- Member of the BCIT Women in Computing Club
- Participant in the 2023 Hack the Break Hackathon

