

HELEN PATRICIA PINTO (202) 391-4853 | helen@helenpinto.com

MUSEUM PROGRAMS & AUDIENCE ENGAGEMENT | PROJECT MANAGEMENT | COMMUNICATIONS, RESEARCH, DIGITAL & DATA

PROFESSIONAL EXPERIENCE

National Gallery of Art, Washington, DC

Aug 2024 – Aug 2026

Gallery Support Specialist, Communications Department

- Established the Gallery's first structured media-measurement system, organizing 5,000+ media mentions spanning 2.5 years and building Muck Rack categories and dashboards by subject, outlet, and reach.
- Produced twice-weekly media intelligence reports for approximately 1,000 employees; introduced AI-assisted extraction and formatting that reduced manual production time by approximately 50%, with human editorial review.
- Co-managed a weekly newsletter reaching 145,000+ subscribers, coordinating content, visual assets, and approvals during a period in which click-through rate increased 18% in 2025.
- Coordinated taped and live television productions across museum locations, aligning agreements, schedules, access, security, staging, and staff responsibilities with internal teams and external crews.
- Managed 10–12 concurrent advertising campaigns or placements at peak, coordinating creative assets, requisitions, approvals, invoices, and payments.
- Managed the Gallery's press website, collaborating with developers on design and functionality improvements and migrating 80+ archival press releases following a major website redesign.
- Mentored four Gallery interns, providing hands-on training in Gallery processes and tools to support their work and professional development.
- Designed English- and Spanish-language AI tools for institutional brand voice, email responses, and event talking points, and trained colleagues in their practical use.
- Applied cultural and art-historical research to communications planning, advised on sensitive public-facing content, and cultivated creator relationships supporting event attendance and social coverage.

Cluster of Excellence: Matters of Activity, Berlin, Germany

Jun 2022 – Dec 2022

Exhibition Assistant, Material Legacies - Kunstgewerbemuseum Berlin

- Researched objects, artists, world fairs, and material histories for exhibition interpretation; co-edited the publication and translated curatorial texts from German to English.
- Coordinated 13 exhibition programs with 20+ curators, conservators, artists, researchers, and museum partners, managing schedules, logistics, communications, procurement, and travel.
- Led exhibition tours, translating specialized research on objects, materials, and cultural history into accessible public interpretation.

Accelerate Legal, San Francisco, CA

Jul 2015 – Apr 2021

Office Manager / Legal Assistant

- Managed financial, administrative, vendor, technology, and records operations for a boutique legal practice, maintaining accurate and confidential documentation.
- Implemented QuickBooks and worked with CPAs and tax professionals to improve financial processes; reduced recurring business expenses by at least 5% annually.
- Built digital and physical records systems and led two office moves, coordinating vendors, technology, renovations, equipment, and schedules to support business continuity.

SELECTED MUSEUM & RESEARCH EXPERIENCE

Undergraduate Research Apprentice Program University of California, Berkeley, Berkeley, CA

Oct 2019 – Apr 2021

Undergraduate Research Apprentice

- Conducted image, archival, and rights research for the publication *Ribera's Repetitions* under Prof. Dr. Todd Olson.
- Researched potential images and secured image-use permissions from public and private institutions internationally, working across English-, Spanish-, and Italian-language sources and correspondence.
- Developed a structured records system for image categories, rights, permissions, source information, and use conditions, supporting copyright compliance and the scholarly publication process.

City College of San Francisco, San Francisco, CA

Sept 2018 – Nov 2019

Docent, Diego Rivera's *Pan American Unity* mural

- Delivered 100+ tours in English and Spanish, making the mural's art-historical and cultural contexts accessible to varied audiences; contributed original research to the Diego Rivera Archive.

Los Angeles County Museum of Art, Los Angeles, CA

Jun 2019

Mellon Summer Academy Participant

- Co-curated a digital exhibition from the Marjorie and Leonard Vernon Collection, researching and selecting photographs, writing interpretive text, and presenting the curatorial rationale to museum leadership and stakeholders.

EDUCATION

Humboldt Universität zu Berlin, Berlin, Germany

Jan 2024

Master of Arts, American Studies, 3.9/4.0

University of California, Berkeley, Berkeley, CA

May 2021

Bachelor of Arts, American Studies, 3.6/4.0

Minors in Art History and Public Policy

SELECTED PROFESSIONAL DEVELOPMENT

Analyzing/Presenting Data/Information, Edward Tufte course

Winter 2025

Project Management Professional Exam Prep, Project Management Institute

Fall 2025

CORE COMPETENCIES:

Museum Programs & Audience Engagement: Public programming; exhibition coordination; bilingual interpretation; audience-centered storytelling; cultural research; community and creator outreach.

Project Management & Operations: Cross-departmental coordination; schedules and deliverables; stakeholder communications; budgeting and procurement; vendor management; process improvement.

Communications & Editorial: Media relations; newsletters and digital content; press materials; copyediting; institutional voice; web publishing; multimedia production coordination.

Research & Insights: Art-historical research; source evaluation; research synthesis; media and audience analysis; dashboard reporting; translating findings into recommendations.

Digital Systems & AI: Generative AI workflows; automation with human review; digital archives and records management; information organization; staff training and technology adoption.

Languages: English (Native), Spanish (Native), Italian (C1), German (A1)