

Elena M. Hansen

FOUNDER, SWIM SOCIAL
ADJUNCT PROFESSOR, USC MARSHALL

Elena Hansen is a reputable social media expert with vast experience across industries. She has worked with high profile brands and public figures to establish their unique position online. Elena founded SWIM Social, a full service social media agency, in 2015 and has since grown a highly skilled team and global client base. She teaches Social Media Strategy for Business at the University of Southern California.

EDUCATION

University of Washington
Seattle, Washington | 2006 - 2010
Bachelor's in Communications
Recipient of the Entrepreneurial Journalism Award

AREAS OF EXPERTISE

Social Media Strategy, Market Research, Multi-platform Strategies, Digital Art Direction, Digital Campaigns, Community Activation, Influencer and Celebrity Partnerships, Brand Collaborations, Celebrity Marketing, Audience Insights, Multi-Generational Marketing, Gen-Z Activation, Editorial Production, Building Marketing Teams, Brand Identity and Development.

CONTACT

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EXPERIENCE AND WORK

SWIM Social Inc. **2015 - Now**

Founder

SWIM is a full service social media agency. Our portfolio includes a range of projects across industries, for example: Houseplant by Seth Rogen, Revival Tour by Selena Gomez, Alfred Coffee, Erewhon, National Anthem Film by Luke Gilford, Dear Moon Project by Yusaku Maezawa and SpaceX, Tamara Mellon, as well as A-list actors and visionary business leaders.

USC Marshall **2021 - Now**

Adjunct Professor

Course MKT428: Social Media Strategy for Business. We examine the use of social media for business across industries. Understand theories and frameworks for strategic content creation and posting as technology and platforms evolve.

MetWest Terra Hospitality

Social Media Manager **2013 - 2014**

Developed and executed social media strategy for six hotels and four restaurants. Introduced a successful Influencer Series to promote boutique hotels in a competitive bay-area market. Executed a viral social media campaign that received coverage from ABC News, Good Morning America, Fox Business News, TIME and more.

Stuart Weitzman **2010 - 2012**

Brand Specialist, Account Executive

Worked with Executives and President to develop product knowledge seminars. Traveled to major retail accounts to provide product knowledge seminars to groups ranging from 10 - 100 people. Developed brand training programs and executed in-store training for major department stores in west coast, Texas, Hawaii. Executed in-depth market research.