

ELENA HANSEN

FOUNDER, SWIM SOCIAL INC.

ABOUT

I am an experienced social media strategist and founder of SWIM Social Inc, a full service social media agency based in Los Angeles. We service a global client base of brands, businesses, and public figures.

CONTACT DETAILS

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SKILLS AND ABILITIES

- Social Media Marketing
- Content Strategy and Production
- Photography, Graphic Design, Editing
- Business Management
- Business Development
- Campaign Development and Execution
- Analytics and Reporting
- Financial Planning and Budget Management

OTHER SKILLS

I am bilingual in English and Spanish. I am also passionately curious about building socially conscious businesses, the future of work, and learning life skills that make me a well rounded person.

ACADEMIC PROFILE

UNIVERSITY OF WASHINGTON

Bachelor's in Communications, Class of 2010

- Recipient of the Entrepreneurial Journalism Award

EISENHOWER HIGH SCHOOL

Graduated Class of 2006

- Vice President, International Students Club

EMPLOYMENT HISTORY

FOUNDER

SWIM Social Inc. | 2015 - Present

I founded SWIM with one client (a coffee shop) and grew the company to ten employees with global clientele in under 2 years. We have since evolved to a team of six and continue to service a range of high profile clients with social media management and marketing.

SOCIAL MEDIA MANAGER

MetWest Terra | 2014 - 2015

Executed the social media strategy, content production, platform management, and influencer marketing for a hotel group in a competitive Bay-Area market. Social media campaigns earned coverage from ABC News, TIME, and more.

SOCIAL MEDIA FREELANCER

Alfred Coffee. | 2013 - 2015

Executed the social media strategy, content production, platform management, and offline activations for coffee shop and media brand, Alfred Coffee.

EVENTS COORDINATOR

Mitie Tucker | 2012 - 2013

Supported renowned events marketing company with planning and execution of high fashion and celebrity events.

BRAND SPECIALIST

Stuart Weitzman | 2010 - 2012

Provided in-store training to sales associates. Acted as the liaison between store associates and brand executives, informing each other of the direction of the brand and customer feedback. Provided in-depth analysis and market research.