

ELISE TRIVERS

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SOCIAL MEDIA DIRECTOR & DIGITAL CONTENT STRATEGIST

Dynamic and results-driven professional with 10+ years of expertise in social media management, copywriting, and social-first content creation. Proven ability to craft innovative, high-impact content and execute strategies that drive engagement, build brand awareness and support revenue growth. Skilled at developing and implementing results-oriented campaigns that align with business objectives. Experienced in managing social media platforms and coordinating cross-functional projects, ensuring quality and timeliness. Able to lead teams with a focus on collaboration and excellence, delivering consistent value in fast-paced, ever-evolving digital landscapes.

CORE COMPETENCIES

Social Media Management | Content Creation | Creative Storytelling | Digital Marketing Strategies | Copywriting & Editing | Community Management | Influencer Management | Reporting & Analytics | Team Leadership | Brand Stewardship | Short-Form Video Editing | Cross-Departmental Collaboration

SKILLS

Meta Platforms | TikTok | X | YouTube | Discord | Reddit | Sprout Social | Asana | Adobe Premiere Pro, Rush, Lightroom | Canva | Airtable | Google Workspace | Microsoft Excel

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA DIRECTOR – Feed Media | *remote* **March 2025 – Present**

- Drive social media strategy and achieve results for travel and CPG clients.
- Work includes strategic planning, conducting audits, creating and executing editorial calendars, copywriting, short-form video editing, influencer management, paid social media advertising, and more.

Meow Wolf | *remote* **September 2021 – February 2025**

SENIOR SOCIAL MEDIA MANAGER | *remote* **January 2024 – February 2025**

- Managed content strategy and creation for 16+ social media channels with 2.66+ million followers, strengthening online brand awareness and superfan loyalty in ways unique to this distinctive brand voice.
- Wrote compelling social media copy, concept and edit short-form videos, creatively adapt multi-channel campaigns to social-first content that support broader organizational objectives.
- Provided strategic guidance and feedback to exhibition-level content teams; direct Community Manager on nurturing our online community and executing start-to-finish influencer campaigns.
- Authored creative and artful blog articles that resonated with Meow Wolf's distinctive voice, engaging the brand's highly loyal and expectant online fanbase while also supporting SEO efforts.

SOCIAL MEDIA MANAGER | *Denver, CO* **September 2021 – January 2024**

- Achieved over 100% follower growth within 2 years, significantly amplifying brand visibility and digital engagement.
- Spearheaded social media strategy and content creation for Meow Wolf Denver's channels, growing an audience of 243k followers while establishing a dynamic, engaging brand presence.
- Orchestrated successful local and national influencer campaigns, leveraging partnerships to enhance reach, engagement, and cultural relevance.

SOCIAL MEDIA MANAGER – VISIT DENVER | *Denver, CO* **November 2018 – September 2021**

- Directed social media strategy for all VISIT DENVER channels, managing 15 accounts across five platforms to maximize reach and engagement.
- Served as the primary content creator, handling copywriting, asset selection, and editorial calendar planning to deliver cohesive and impactful campaigns.
- Executed advertising programs with budgets ranging from \$500k to \$1M annually, optimizing ROI through strategic planning and creative execution.

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- Oversaw community management for 690k followers, fostering active engagement and enhancing brand loyalty.

SOCIAL MEDIA COORDINATOR – Denver Zoo | Denver, CO

June 2016 – October 2018

- Owned social media strategy and editorial calendar management, acting as primary content creator. Managed copywriting, asset selection, and original photo and video production to deliver cohesive, high-impact campaigns across all platforms.
- Partnered with the PR team to address media requests; wrote persuasive marketing copy for diverse products; supported crisis communications team with online statements and ongoing responses.
- Oversaw community management and functioned as primary customer service voice through owned social channels.

SOCIAL MEDIA COORDINATOR – Blake Communications | Denver, CO

April 2015 – July 2016

- Oversaw clients' accounts and content calendars, ensuring cohesive messaging and optimized engagement across platforms.
- Crafted compelling press releases, fact sheets, and newsletters, delivering narratives that aligned with client objectives.
- Assisted in crisis communication strategies, mitigating risks and safeguarding client reputation during sensitive situations.

EDUCATION

B.S. in News-Editorial Journalism – University of Colorado at Boulder

B.A. in International Affairs