



ALEXIS PERRY

Director of Strategic Growth & Content

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EDUCATION

B.S. Broadcast Journalism
University of Colorado at Boulder
2010 - 2014

SKILLS

- Digital/social content strategy
- Content calendar & feed management
- Influencer management
- Data-driven optimizations
- Comprehensive video production
- On-site event activation
- Community & relationship building
- Effective communication
- Project management & budget oversight
- Brand development
- Visual storytelling
- Creative problem-solving
- Adaptability
- Crisis management
- Self-motivated, dedicated worker
- Naturally happy-go-lucky person
- Attention to detail & multitasking
- Adobe Creative Suite & Microsoft Office

INTERESTS

- Golf
- Collegiate & professional sports
- Being active & enjoying the outdoors
- All things food & wine related
- Health & wellness
- Real estate & interior design

AWARDS

- 2x Emmy Award Winner

About Me

With nearly a decade of experience in professional sports and now on the agency side, I believe my expertise in enhancing brand visibility, storytelling, and fostering a community would be a valuable asset to any company! My passion lies in developing innovative social and digital marketing strategies that connect authentically with audiences and challenge industry norms. I have a proven track record of overseeing large-scale campaigns and productions and creating impactful, brand-amplifying initiatives. I have a deep understanding of how to produce content that not only tells a story but also resonates deeply with audiences on various platforms. I am eager to bring my technical skills, creative vision, and adaptability to a company where I can contribute to producing innovative and engaging content for your social media channels.

Work Experience

April 2023 - Present
Elevation Digital Media
Director of Strategic Growth & Content

- Manages creative campaigns for corporate clients, ensuring consistent and effective brand messaging throughout various platforms.
- Produces and edits content for social media, digital, and broadcast platforms to drive brand awareness.
- Increased e-commerce client revenue by 159% YoY through a comprehensive social strategy on Instagram, TikTok, Facebook, and Pinterest.
- Led a social/digital campaign for a financial services client featuring a PGA golfer, credited for generating \$80M in business.
- Produced all digital & investor content for the No. 1 Travel & Hospitality PE firm in the world.
- Supports brand development, rebranding, and partnerships with athletes, entertainers, and influencers.
- Produces and directs on-location shoots to ensure high-quality content that meets client expectations.
- Leads a production team to deliver projects on time, within budget, and to client specifications.
- Builds strong client relationships, delivering tailored solutions to enhance satisfaction and retention.

July 2019 - April 2023
Denver Broncos Football Club
Producer, Editor & Reporter | Broncos Broadcast Productions

- Produced, hosted, and managed content for broadcast, digital, and social platforms, ensuring cohesive brand messaging and high-quality delivery.
- Assisted in live and VOD programming, contributing to pre- and post-production to engage Broncos fans through innovative storytelling.
- Managed content logistics, ensuring seamless capture, editing, and delivery to broadcast partners and digital/social team within set timelines.
- Produced, hosted, and edited content across daily, weekly, monthly, and quarterly schedules for diverse verticals, ensuring timely, high-quality output.
- Host in-stadium pre-game show and RedZone updates for Game Entertainment.
- Collaborated with digital media, PR, and marketing teams to create unified campaigns aligned with broader marketing strategies.
- Helped players share off-field stories to foster deeper connections to Broncos Country.
- Produced two Emmy Award-winning programs in the 'Sports: One Time Special' category.

Sept 2014 - June 2019
Kroenke Sports and Entertainment
Producer & Reporter | Denver Nuggets & Colorado Avalanche

- Produced & activated all in-game entertainment elements for the Avalanche and Nuggets.
- Collaborated with the creative team to produce in-arena video content, including sponsored elements, player features, team opens, and projection displays.
- Served as rinkside and courtside reporter, providing live coverage, activating sponsorships, conducting interviews, and delivering analysis.
- Worked with sponsorship, marketing, PR, and broadcast teams to execute marketing and entertainment initiatives aligned with branding and content strategies.
- Coordinated large-scale events like Milan Hejduk and Dikembe Mutombo jersey retirements and the Avs' 20th Anniversary, overseeing content, sponsorship activation, and logistics for smooth execution.