

Elisa Olsen – Biography

Elisa Olsen is the Executive Director of University Relations at the University of Houston-Downtown. In this role, she directs the planning, development and implementation of a multifaceted communication and marketing program to promote UHD's mission, enhance institutional visibility, and drive enrollment.

Prior to arriving at UHD, Elisa worked in marketing and communication leadership positions at higher educational institutions across the greater Houston region including service at Sam Houston State University, University of Houston, and Lone Star College System.

Elisa earned her bachelor's degree in Technology Leadership from the University of Houston and her master's degree in Higher Education Administration from Sam Houston State University. Elisa has 20 years of professional experience in marketing and communications including 18 years of service in higher education - with focus on branding, enrollment marketing, communication, website management and graphic design.