JOLEE SULLIVAN

Digital Marketing Strategist, Resort & Hospitality Brands

Empowering leadership, educated creative strategy, competitive content, and unmistakable branding are at the core of my marketing approach.

5+

Years of Marketing Experience

7+

Years of Copywriting Experience

7

Resort Locations Supported at Divi Resorts since 2023

OVERVIEW

A Self-Taught, Full-Funnel Marketer

I own digital strategy end-to-end for a multi-property Caribbean resort group, from paid acquisition and lifecycle marketing to the internal tools and content systems that let a lean team move faster and work better together. Everything below, I learned by doing, tested in live campaigns, and scaled across the organization.

Paid Media

Google & Meta ads, 10+ campaigns, revenue tracking

Lifecycle & Email

Member education series, newsletter revenue

Content & SEO/GEO

Company blog built for search + AI discovery

UX & Web Maintenance

App, member portal, and email design standards

Systems & Process

Built the company’s marketing request workflow

Google & Social Ad Strategy

Self-taught paid social and Google Ads from the ground up, including revenue and conversion tracking, and now own strategy across 10+ simultaneous campaigns for the brand between Google and Meta.

- Built revenue and conversion tracking from scratch to tie ad spend (by campaign) directly to booking behavior
- Manage full-funnel strategy across Google Search, Display, and Meta / Instagram
- Continuously test creative, audiences, and bidding strategy to protect and grow ROAS

4,520%

Current ROAS
(Up 240% from January 2026)

10+

Simultaneous Campaigns
(PMax, Search & Social)

35%

LOWER CPC, thanks to internal ad strategy replacing Sojern Ads

100+

Monthly Conversions

Vacation Club Member Education Series

Our Vacation Club had not had a rebrand, or much love, in over 10 years. Members were frequently clogging the call center with questions their Member Portal and Guides should have answered.

In response, I designed, wrote, and produced a multi-part email and video education series to improve engagement and sentiment among Vacation Club (vacation owner) members. Planning the content arc, writing each email and video script, and directing video production.

This led to an Operations decision to invest in a brand-new Member Portal, for which I led a Club rebrand, wrote all copy, and assisted with UI/UX based on surveys I wrote and distributed to 6,000+ members.

9%	6.4%	74%
Open Rate Increase	Click-Through Rate	Video View Completion Rate

Company Blog — Built for SEO & AI Search

Led creation of the brand's first blog from the ground up, both to strengthen traditional SEO and boost visibility in AI-driven / generative search (GEO & AIEO). Owned content strategy and writing, and directed web development and design through launch.

- Built the editorial calendar and content strategy from a blank slate
- Consistently write all content, optimized for search intent and answer-engine visibility
- Directed web development and graphic design through implementation and launch

3,300

Monthly Website Visitors

75%

Organic Traffic Growth Since April 2026 Launch

600

Monthly Blog Clicks to Company Website

$11K+

2026 Revenue reported from ChatGPT and Google AI assistant

Growing Visibility Across Every Channel

Social & Brand Strategy

Content strategy and creative direction across social channels, driving consistent voice and follower growth.

115%

Follower Growth (Q1–Q3 2026)

Influencer Strategy

Refined influencer strategy by individual resort and implemented influencer booking links to boost influencer ROI.

$12K+

Influencer-Generated Revenue in 2026

Public Relations

Press releases and media outreach expanding brand visibility across tourism and hospitality trade outlets. Notably, our decision to switch from PRNewswire to Meltwater helped increase direct outreach and engagement

9%

Engagement Rate Increase

LET'S TALK!

joleenicole85@gmail.com
(631) 406-3114
joleenicole.journoportfolio.com

I'd love to bring this same mix of strategy, systems-thinking, and hands-on execution to your marketing team, and help show-off your brand to converting audiences.