

Aviva Campbell

 aviva_campbell@icloud.com

 [LinkedIn](#)

Holistic Holiday at Home & Sea Brands

Wellness Brand Marketing | Strategy · Copywriting · Paid & Organic Social Media

Calm Waters, Clear Messaging

From 2016 to 2025, I developed content and brand marketing strategies for Holistic Holiday at Sea with JB Media Group. The renowned vegan brand is famous for blending wellness, plant-based education, and transformative travel. Each year, thousands of attendees join the signature cruise program featuring internationally renowned speakers, researchers, and doctors at the forefront of holistic health.

As the brand's longtime creative partner, I developed SEO-driven content and led integrated campaigns across social media, email, and digital advertising—crafting messaging that resonated with diverse audiences and elevated brand visibility.

Caribbean Cruise— 20th ANNIVERSARY!
March 8 – March 15, 2025

Your Voyage to Wellness

The Original Vegan Cruise

Nourish your body, mind, and sense of adventure.

Join us as we explore the beautiful Caribbean Islands and dive deep into the benefits of vegan nutrition with world-renowned plant-based inspiring leaders and advocates on board the elegant, and brand new, MSC Seascape.

Holistic Holiday at Sea™ will celebrate our twenty-year legacy of combining a passion for travel with the love of plant-based living and continued education.

We assure you that taking part in this voyage will be an empowering experience! The knowledge and information you will take home from our world-renowned programs, dynamic classes and extraordinary vegan dining, will be easy to apply to your daily lifestyle as you rejuvenate your body.

Plus! Explore the beautiful islands of the Caribbean and enjoy incredible excursions. Imagine a week at sea with exceptional vegan cuisine at every meal, including parties to rejuvenate your love of music and gatherings. It's all this and more!

We invite you to sail with us and live it up as we meet new friends for a week at sea from March 8-15, 2025. See you on board!

That's why National Geographic Traveler named it,

"One of the 100 Best Worldwide Vacations to Enrich Your Life."



Copy That Cruises

Selected excerpts from blog and campaign copy:

1. [Caribbean Cruise Landing Page](#)
2. [2024 Cruise Recap](#)
3. [Meet Koya Webb, Vegan Wellness Leader & 2025 Holistic Holiday at Sea Presenter](#)

Holistic Holiday at Home 2020: A Digital Retreat with Real Results

In early 2020, the COVID-19 pandemic brought cruise operations to a halt—disrupting the business model entirely. I worked with my team at JB Media Group to conceptualize a new digital offering: **Holistic Holiday at Home**, a virtual summit featuring 34 global experts. Drawing on my experience in digital event marketing and brand strategy, I developed and led a comprehensive promotional campaign that reimaged the brand's reach and revenue model.

By the end of the project, my team:

- Wrote, designed, and published **59 landing pages**
- Sent **105+ email campaigns** to segmented audiences
- Scripted and produced **77 videos** in collaboration with videographers and event staff
- Created **44 organic social posts** for Facebook & Instagram
- Launched **10 paid social media campaigns** targeting new audiences
- Authored **5 promotional blog posts**
- Activated **53 marketing partnerships** with vegan influencers and organizations including Forks Over Knives, Food Revolution Network, PMRI.org, PCRM.org, and PETA
- Produced **100+ digital and print assets** for event promotion



From Vision to Victory

The campaign generated profit, strengthened customer relationships, expanded brand awareness, and forged strategic alliances that continue to support long-term growth.

Here's what success looked like:

- **56,000 tickets sold** for the virtual summit
 - **85% growth in email subscribers**, adding over **45,000 new contacts**
 - **550,000 unique page views** on the event website
-