

Aviva Campbell

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## *Holistic Holiday at Home & Sea Brands*

# Social Media Advertising | Digital Marketing Strategy | Copywriting

From 2016 to 2025, I led content marketing efforts with JB Media Group for Holistic Holiday at Sea, a globally recognized vegan cruise brand known for immersive education in plant-based nutrition. 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 long-time creative partner, I've provided SEO-informed copywriting, social media and email strategy, public relations, and advertising services.

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## *Holistic Holiday at Sea Promotions: Messaging Samples*

*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](#)

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 Seascope.

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."**



## ***Holistic Holiday at Home 2020: Digital Strategy & Execution Highlights***

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.

- 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

## ***Results & Impact***

- **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

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

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