



808-359-1180

marinascottmarketing@gmail.com

www.theretreatmarketer.com

CORE COMPETENCIES

INTEGRATED MARKETING STRATEGY

BRAND DEVELOPMENT & POSITIONING

GROWTH MARKETING & CUSTOMER ACQUISITION

PAID MEDIA STRATEGY (META & GOOGLE ADS)

SEO & CONTENT MARKETING

CRM & EMAIL MARKETING AUTOMATION

CONVERSION RATE OPTIMIZATION (CRO)

LEAD GENERATION & FUNNEL STRATEGY

PARTNERSHIP & COMMUNITY MARKETING

EXPERIENTIAL & EVENT MARKETING

CUSTOMER JOURNEY STRATEGY

ANALYTICS & PERFORMANCE REPORTING

MARKETING OPERATIONS

CROSS-FUNCTIONAL LEADERSHIP

WEBSITE STRATEGY & UX OPTIMIZATION

MARINA SCOTT

Marketing Director | Brand & Growth Strategist

PERSONAL PROFILE

Senior marketing strategist with 20+ years of experience building growth ecosystems for wellness, retreat, hospitality, and lifestyle brands. Specialized in helping founders and mission-driven businesses scale through conversion-focused marketing systems that drive visibility, bookings, and lasting customer loyalty, combining authentic brand storytelling with measurable results across every channel.

COSTA RICA BASED

AUTHORIZED TO WORK IN CANADA & THE U.S.

PROFESSIONAL EXPERIENCE

INDEPENDENT MARKETING & GROWTH CONSULTANT

The Retreat Marketer / Remote (2024–Present)

Lead integrated marketing strategy for wellness, hospitality, retreat, and lifestyle brands, partnering with founders and leadership teams to build scalable marketing ecosystems spanning brand positioning, SEO, paid media, email automation, content marketing, conversion optimization, and customer journey development.

Mandala Ojochal -Led launch marketing strategy for eco-luxury retreat center in Costa Rica including brand positioning, SEO-driven content strategy, website development, lifecycle email marketing, automation systems, and integrated digital marketing initiatives to support brand visibility and retreat bookings.

Bella Retreats -Supported strategic growth initiatives for internationally recognized retreat planning and concierge company producing 100+ retreats across 30+ countries. Led website development, lead generation strategy, conversion-focused lead magnets, marketing automation systems, and digital brand optimization.

Tania Savolle Yoga -Developed integrated digital marketing strategy for international yoga and breathwork facilitator including SEO optimization, retreat advertising campaigns, website development, lead generation funnels, marketing automations, directory optimization, and social media strategy.

FLUIR Retreats -Directed go-to-market launch strategy for surf and yoga retreat brand in Nicaragua including SEO, website development, content strategy, Meta advertising campaigns, email marketing, and customer acquisition initiatives to establish digital presence and support retreat enrollment growth.

LIFE & BUSINESS COACHING CLIENTS:

The Retreat Inward | Melanie Elkin | Francesca Raffa | Gabe Nosseir -Developed strategic marketing ecosystems for retreat leaders and transformational coaches including SEO-driven blogs, launch campaigns, email nurture funnels, retreat promotion strategies, and content marketing initiatives designed to increase audience engagement and retreat enrollment.

PLATFORMS & TOOLS

SQUARESPACE, WIX, WORDPRESS, SHOPIFY, FLODESK, MAILCHIMP, CANVA, PINTEREST, META ADS, GOOGLE ADS, GOOGLE ANALYTICS, GOOGLE SEARCH CONSOLE



MARINA SCOTT

Marketing Director | Brand & Growth Strategist

Marina Scott Marketing / Remote (2018–2024)

Le Bazaar Fine Moroccan Cuisine -Developed and executed market strategy for restaurant launch and extended marketing visibility through brand positioning, website development, digital advertising, experiential campaigns, PR initiatives, and customer engagement strategy establishing the brand as a premier dining destination on Maui.

Choice Health Bar -Directed integrated marketing initiatives for the 3 plant-based health bar's on Maui including email marketing campaigns, partnership activations, website management, social media strategy, and events that strengthened customer engagement and community visibility.

Maui Girl Swimwear -Led brand revitalization through team leadership and full-funnel digital growth strategy including SEO, paid media, content marketing, conversion optimization, and e-commerce visibility initiatives resulting in 100%+ increase in online growth and brand reach.

Boss Frog's Hawaii -Managed ongoing integrated marketing strategy for multi-location tourism and retail brand including SEO content strategy, reputation management, local search optimization, blogging and customer engagement initiatives to strengthen online visibility and audience reach.

Pacific Whale Foundation | Events & Development Manager

Managed marketing partnerships, sponsorship activations, media relations, and large-scale events including Maui's largest community festival with 20,000+ attendees. Collaborated across development, events, and marketing teams to strengthen community engagement, awareness and fundraising initiatives.

Sugar Beach Events | Event Planner

Led corporate event sales, client experience strategy, and event coordination initiatives while supporting marketing efforts that increased bookings and strengthened brand visibility within Maui's destination hospitality market.

Merriman's Kapalua | Event Manager

Managed luxury event portfolio of 300+ annual events (primarily weddings) overseeing guest and client experience, vendor partnerships, operational coordination, staffing, and promotional initiatives contributing to 20% of annual business profit.

Mount Washington Alpine Resort | Promotions & Sponsor Relations / Event Coordinator

Developed promotional campaigns, negotiated media and sponsorship partnerships, and coordinated events and marketing activations for the resort to increase attendance, sales, brand visibility, and community engagement.

Vancouver Aquarium | Marketing & Promotions Coordinator

Supported integrated marketing campaigns, attendance initiatives, sponsorship activations, and promotional partnerships for major public events and community engagement programs.

EDUCATION

KWANTLEN POLYTECHNIC UNIVERSITY | PUBLIC RELATIONS DEGREE
WEDDING INSTITUTE OF CANADA | CERTIFIED WEDDING PLANNER

References and samples of work available upon request

INDUSTRY EXPERIENCE

WELLNESS & RETREAT BRANDS

HOSPITALITY & TOURISM

LUXURY & LIFESTYLE BRANDS

YOGA & BREATHWORK
BUSINESSES

RESTAURANTS & FOOD BRANDS

ECO-LUXURY RETREAT
CENTERS

EXPERIENTIAL & EVENT-BASED
BUSINESSES

FOUNDER-LED BRANDS

CLIENT TESTIMONIALS

"Her organizational skills, creativity, dedication and belief in our brand and team along with the creation of much needed structure, goals and deadlines elevated our brand" -Brooke C

"She has great ideas and executes on these projects, bringing them to the finish line even when we as business owners fall behind or get distracted. This consistency has greatly improved our marketing footprint." -Emily K

"Marina brings creativity, professionalism, and strategic insight to every post, story, and campaign. She is always responsive, open to feedback, and proactive in suggesting innovative ideas to keep our audience engaged." -Rick C

"She brings not only skill and organization, but a deep sense of authenticity, heart, and inner integrity to the work. She truly honors the soul of what I'm creating. Marketing, for me, has to feel alive and true, not just strategic. Marina has helped me stay grounded in that, every step of the way." -Melanie E