
JILLIAN ENTERLINE- GOLDBERG

SELECTED WORK

Integrated Marketing.
Digital Transformation.
Organizational Leadership.



JILLIAN ENTERLINE- GOLDBERG



17+ Years in Marketing

Travel & Tourism

Integrated Marketing Leadership

Organizational Transformation

I build modern marketing organizations by aligning people, strategy, technology, and operations to create sustainable business growth.



THE ZIMMERMAN AGENCY

Building Integrated Marketing for What's Next

Social + Digital Leadership • Travel & Tourism • Consumer Brands

I returned to The Zimmerman Agency to help evolve how Social and Digital work together - building stronger teams, deepening client partnerships, and creating more connected strategies. Today, I lead integrated Social and Digital capabilities across destination, hospitality, lifestyle, and consumer brands.

THE CHALLENGE:

Modern marketing rarely fits neatly within individual disciplines. Clients need teams that connect brand and performance, social and search, creators and paid media, and technology with human insight. My focus has been on breaking down those boundaries and aligning specialists around shared business and customer outcomes.

THE TRANSFORMATION:

I've helped bring Social and Digital into a more connected operating model while expanding capabilities across integrated strategy, creators, search, CRM, digital experience, analytics, and AI-enabled workflows. Beyond campaigns, I focus on building capabilities, improving how teams work, and helping clients navigate where emerging platforms and technologies can create meaningful value.

THE LEADERSHIP:

At the center of that work is people. I've focused on developing strong teams and emerging leaders while strengthening executive client partnerships. I stay close to the work while giving teams the clarity, trust, and tools to do exceptional work.

THE IMPACT:

- Integrated Social + Digital - Connecting capabilities around shared strategies and outcomes
- Modern Marketing - Advancing creator, CRM, search, digital experience, analytics, and AI
- People + Partnerships - Developing teams and strengthening strategic client relationships
- Travel + Consumer Expertise - Leading across destinations, hospitality, attractions, lifestyle, and consumer brands



AMADEUS HOSPITALITY

Modernizing Digital Media at Scale

300+ hospitality organizations • \$20M+ managed media portfolio • North America

When I stepped into leadership of North American Digital Media at Amadeus Hospitality, I inherited a large and complex portfolio serving more than 300 hotels, resorts, management companies, and destination organizations. The opportunity was bigger than media performance alone: it was to modernize how teams, technology, data, and services worked together to create stronger outcomes for our customers.

THE CHALLENGE:

Following the TravelClick acquisition and amidst the post-Pandemic surge in travel demand, capabilities spanning digital media, business intelligence, web, search, product, and customer success created enormous potential - but also new organizational and operational complexity. We needed to strengthen the core business while building a more integrated model for growth.

THE TRANSFORMATION:

I led the evolution of the North American Digital Media organization, restructuring the portfolio, refining operating models, and bringing media and business intelligence closer together. We expanded capabilities through emerging advertising technology, strengthened our approach to destination marketing, and created more connected ways for teams to turn customer and performance insights into action.

THE LEADERSHIP:

Transformation required more than new tools and processes. I focused heavily on developing leaders, creating clearer ownership, strengthening cross-functional partnerships, and building a culture comfortable with continuous change. As AI began reshaping how marketing teams work, I also championed early adoption of Microsoft Copilot and helped translate emerging technology into practical, everyday applications for the organization.

THE IMPACT:

The result was a more modern, integrated Digital Media organization - one equipped to manage a \$20M+ media portfolio, support 300+ hospitality organizations, and connect people, data, technology, and strategy more effectively at scale.

amadeus



THE BOOKIT.COM TOP TEN ALL-INCLUSIVE RESORTS CAMPAIGN OF 2015 RAN FOR 100 DAYS, RESULTING IN AN AVERAGE 49% INCREASE IN REVENUE YEAR-OVER-YEAR FOR KEY PARTNERS THAT PARTICIPATED.

As Partner Marketing Media Manager, I led the planning, production, media placement, and execution of BookIt.com's TOP TEN campaign - an integrated partner marketing initiative spanning digital and traditional media within a \$12 million marketing budget.

The 100-day campaign became the most successful cooperative marketing initiative in the company's history, generating record-breaking results for BookIt.com and participating resort partners.

Launched alongside BookIt.com's 10th-anniversary rebrand, TOP TEN helped bring the company's evolving identity to life - strengthening its position in upscale all-inclusive travel while deepening relationships with key resort and destination partners across Mexico and the Caribbean.



TOP TEN was an omni-channel partner marketing initiative, with placements including:

- BookIt.com homepage takeover
- Dedicated brand & property “turbo” pages
- Run-of-site property, brand & list placements
- Property-level badges
- Core campaign landing page
- 10 themed List landing pages
- Best of BookIt email featured list placement
- Dedicated email alert per list
- Premium placement on market page sort & search results
- TravelZoo Newsflash
- Programmatic display
- Programmatic video pre-roll
- Social media advertising
- Social media 100 days of giveaways
- TripAdvisor media blitzes (roadblock campaigns)
- Google animated showcase & catalog ads
- Yahoo! native advertising
- HGTV network broadcast
- YouTube card ads



FOCUS ON VIDEO

Video storytelling was central to the campaign, combining on-the-ground and aerial footage of participating resorts and destinations with authentic guest reviews.

I partnered with a professional production team to coordinate travel, licensing, scripts, shot lists, technical direction, and approvals. More than **300 videos** were ultimately produced and distributed across YouTube, programmatic video pre-roll, social media, partner advertising, and galleries throughout BookIt.com - creating a rich library of content that brought the TOP TEN experience to life.



Top 10 New All Inclusive Resorts | BookIt.com



BookIt

3.85K subscribers

Subscribe

74



Share

Ask

Save



54,500 views Apr 24, 2014

http://bookit.com/?utm_source=youtube...

BookIt.com® is celebrating our 10 Year Anniversary. As part of the fun, we've created the Top Ten NEW All-Inclusive Resorts List. Be one of the first to stay one of these gorgeous all-inclusive resorts, and enjoy the simplicity of having all meals, drinks, daily activities and nightly entertainment included! But this is just the beginning...

Visit the Property Pages to See Deals on These Resorts:

BRAND NEW: Secrets Playa Mujeres Golf and Spa Resort All/Adults All - Inclusive

<http://bookit.com/mexico/cancun/hotel...>

Royalton White Sands - All-Inclusive

<http://bookit.com/jamaica/montego-bay...>

Paradisus La Perla All Adults/All-Inclusive

<http://bookit.com/mexico/playa-del-ca...>

Breathless Punta Cana Resort and Spa - Unlimited-Luxury, Adults-Only

<http://bookit.com/dominican-republic/...>

Blue Diamond Riviera Maya Luxury Suites - All Adults/All-Inclusive

<http://bookit.com/mexico/playa-del-ca...>

Royalton Punta Cana Resort and Casino - All-Inclusive

<http://bookit.com/jamaica/montego-bay...>

Paradisus La Esmeralda - All-Inclusive Resort

<http://bookit.com/mexico/playa-del-ca...>

Memories Grand Bahama Beach and Casino Resort - All-Inclusive

<http://bookit.com/bahamas/freeport/ho...>

BRAND NEW! Platinum Yucatan Princess All Suites - All Adults/All-Inclusive Resort

<http://bookit.com/mexico/cancun/hotel...>

Grand Lido Negril - Adults-Only, All-Inclusive

<http://bookit.com/jamaica/negril/hote...>

bookit.com TOP TEN

BookIt.com Top Ten List

Upscale All-Inclusive Resorts

10 YEAR ANNIVERSARY

bookit.com TOP TEN

SECRETS The Vine Cancun

Secrets The Vine Cancun - All Adults/All-Inclusive Resort*

The all-new Secrets The Vine Cancun is situated by the Caribbean Sea and Laguna Nichupte. The resort is convenient to underground rivers, golf courses and a variety of shopping, dining and nightlife.

The adults-only Secrets The Vine Cancun overlooks white sand beaches and the stunning Caribbean Sea. The resort features 7 restaurants, 3 bars, and a program that allows guests to dine at nearby Secrets resorts. The resort also offers a full service on-site spa and a state-of-the-art fitness center.

- ✓ Full-Service Spa On-Site
- ✓ World-Class Dining Options
- ✓ Daily Activities Incl. Salsa Lessons
- ✓ 3 Infinity Pools & Euro-Bungee

[See More](#)

bookit.com TOP TEN

EXCELLENCE PUNTA CANA

Excellence Punta Cana, Adults-Only - All-Inclusive

Surrounded by a beautiful palm grove on the eastern coast of the Dominican Republic, the beachfront Excellence Punta Cana, offers peace and tranquility apart from the hassle of everyday life.

The 5-star, adults-only Excellence Punta Cana features upscale amenities, from 9 decadent dining options to a world-class spa. The resort also features 10 bars and a state-of-the-art fitness center with water aerobics, yoga and pilates classes. Plus, enjoy a complimentary 30 minute horseback ride!

- ✓ 5-Star Adults-Only Resort
- ✓ Free Horseback Ride
- ✓ 9 Restaurants & 10 Bars
- ✓ World-Class Spa On-Site

[See More](#)

bookit.com TOP TEN

now sapphire

Now Sapphire Riviera Cancun All Suites Resort - All-Inclusive*

The Now Sapphire Riviera Cancun is located on a lush tropical mangrove preserve near the quiet fishing village of Puerto Morelos. The resort is set along a 5,000 foot stretch of Caribbean beach.

The Now Sapphire Riviera Cancun is perfect for families, couples and singles. This AAA 4-Diamond award-winning resort features a world-class spa, 5 international restaurants and 5 bars. The resort also has a dining program allowing guests to enjoy a night out at nearby Now and Dreams properties.

- ✓ AAA 4-Diamond Award Recipient
- ✓ Full-Service Spa On-Site
- ✓ Nick Price Golf Course Nearby
- ✓ Supervised Club for Kids & Teens

[See More](#)

bookit.com TOP TEN

Punta Cana Princess

Punta Cana Princess All-Suites, Adults Only - All-Inclusive

Located oceanfront on Bavaro Beach in the Dominican Republic, the Punta Cana Princess offers gorgeous Caribbean views, access to a powdery white sand beach, and convenience to numerous golf courses.

The Punta Cana Princess is an upscale, all-suite resort with unbelievable views and thoughtful amenities. The resort features 5 restaurants with international and local cuisine, and 3 bars, as well as a full-service spa. Guests also receive free transportation to the Princess Tower Casino.

- ✓ 5 Restaurants & 3 Bars
- ✓ Full-Service Spa On-Site
- ✓ Free Transportation to Casino
- ✓ Near Several Golf Courses

[See More](#)

bookit.com TOP TEN

OCCIDENTAL GRAND PAPAGAYO

Occidental Grand Papagayo - All-Adults

Located only 35 minutes from the Liberia International Airport, the beachfront, 4.5-star Occidental Grand Papagayo is surrounded by lush natural beauty, with tropical forests and pristine beaches.

The Occidental Grand Papagayo all-adults, all-inclusive resort features 3 à la carte restaurants, a buffet restaurant, a snack bar, disco, and 3 bars. The resort offers free breathtaking. Snuba and snorkeling classes and kayaking. There is also a full-service spa on site and golf & country club.

- ✓ 4.5-Star Adults-Only Resort
- ✓ Free-Form Freshwater Pool
- ✓ Full-Service On-Site Spa
- ✓ Papagayo Golf & Country Club

[See More](#)

bookit.com TOP TEN

LEVEL THE LEVEL

The Level at Melia Tropical - All-Inclusive

The Level at Melia Tropical offers breathtaking views of the famous Bavaro Beach. Surrounded by lush tropical gardens, the resort is located only 20 minutes from the Punta Cana International Airport.

At The Level, guests have access to Melia Tropical's 8 pools, 13 restaurants and 14 bars in a boutique atmosphere. Guests also enjoy exclusive access to GABI Club with private pool, restaurant and bar, a VIP lounge, private beach area, an adults only section, and for families, a children's club.

- ✓ Access to Melia Tropical's Facilities
- ✓ Exclusive Access to GABI Club
- ✓ Full-Service YHI Spa On-Site
- ✓ Private Beach Area & VIP Lounge

[See More](#)

bookit.com TOP TEN

OCCIDENTAL GRAND COZUMEL

Occidental Grand Cozumel - All-Inclusive Resort

The Occidental Grand Cozumel is set on Playa San Francisco on the beautiful island of Cozumel. Surrounded by mangroves, the resort features a tropical landscape and perfectly manicured gardens.

The Occidental Grand Cozumel features 6 restaurants, 4 bars and a disco, plus a full-service spa on-site. The resort offers Snuba lessons, windsurfing and a supervised kids' club. The resort also offers daily dive trips to Palancar Reef, considered one of the top 5 dive destinations in the world.

- ✓ 6 Restaurants, 4 Bars & Disco
- ✓ On-Site Full-Service Spa
- ✓ Supervised Kids' Club
- ✓ Daily Diving Trips to Palancar Reef

[See More](#)

bookit.com TOP TEN

La Estancia

Villa La Estancia Los Cabos

Located on Medano Beach in Cabo San Lucas, the 4.5-star Villa La Estancia Beach Resort and Spa is only 5 minutes from downtown Cabo and offers breathtaking views of the Sea of Cortez and the Pacific.

Guests of the Villa La Estancia enjoy dining privileges at all of the restaurants and bars throughout the resort as well as the nearby Villa del Arco and Villa del Palmar. The resort features a European-style spa, infinity pools, sunset dinners on the beach, and great views of the scenic "El Arco".

- ✓ Spanish Colonial-Style Resort
- ✓ Dining On-Site and at Nearby Resorts
- ✓ Award-Winning Spa On-Site
- ✓ Two-Level Free-Form Pool

[See More](#)

bookit.com TOP TEN

OCCIDENTAL GRAND PUNTA CANA

Occidental Grand Punta Cana - All-Inclusive

The Occidental Grand Punta Cana is set on the beautiful Bavaro Beach, with over 2,000 feet of spectacular beachfront, dotted with coconut palms. The resort sweeps you away with breathtaking ocean views and tropical surroundings.

The Occidental Grand Punta Cana features 10 gourmet, international dining options, 8 bars and a full-service spa on-site. The resort offers a supervised kids' club so you can enjoy a spa treatment or hit the nearby links, take a Merengue class, go deep sea fishing or enjoy some live entertainment.

- ✓ 10 Restaurants & 8 Bars
- ✓ Kids' Club w/ Supervised Activities
- ✓ On-Site Full-Service Spa
- ✓ Convenient to Golf Courses

[See More](#)

bookit.com TOP TEN

Villa del Arco

Villa del Arco All-Inclusive Resort and Grand Spa

The all-inclusive Villa del Arco Beach Resort and Grand Spa is located along the white sands of Medano Beach. The resort offers views of the Sea of Cortez, the Pacific and the famous "El Arco".

The Villa del Arco Beach Resort and Grand Spa offers something for everyone. The resort features decadent dining options and a European-style spa, as well as a family pool with a full-scale pirate ship and a lighthouse tower with unparalleled views of the "El Arco" rock formation at Land's End.

- ✓ In-Suite & Beach Dining Options
- ✓ Theme Dinners at Sister Property
- ✓ Full-Service European-Style Spa
- ✓ Family Pool w/ Full-Scale Pirate Ship

[See More](#)

bookit.com TOP TEN

BookIt.com® Exclusive Top Ten Lists

- Top Ten Caribbean All-Inclusive Resorts
- Top Ten NEW All-Inclusive Resorts
- Top Ten Pacific Mexico All-Inclusive Resorts
- Top Ten Riviera Maya All-Inclusive Resorts
- Top Ten Cancun All-Inclusive Resorts
- And More!

Visit bookit.com/top10 to find great deals on these all-inclusive resorts, and view all of our Top Ten lists.

*Please note all categories and properties associated with the BookIt.com® Top Ten lists are subject to change based on availability, so check back frequently for updates.

10 YEAR ANNIVERSARY

CATALOG CONTENT

To extend the campaign into emerging digital formats, we leveraged Google's interactive Catalog Ads to create richer, more engaging experiences designed to drive qualified traffic. I developed the content for a series of ten 12-page digital catalogs, showcasing participating resort partners while bringing the broader TOP TEN campaign story into a highly visual advertising experience.



**31% increase in room nights,
40% increase in bookings &
49% increase in revenue YOY.**

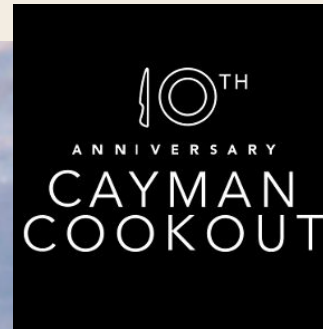


AGENCY OF RECORD, LEAD DIGITAL STRATEGIST

As Lead Digital Strategist for the Cayman Islands Department of Tourism, I led U.S. digital strategy supporting tourism across Grand Cayman, Cayman Brac, and Little Cayman.

The work extended well beyond traditional destination advertising. I partnered with the CIDOT team to support local tourism partners, Cayman Airways' 50th anniversary, the Cayman Turtle Centre, and the 10th annual Cayman Cookout at The Ritz-Carlton, Grand Cayman. I also contributed to the reimagining of VisitCaymanIslands.com and helped expand the destination's social presence through major influencer activations.

Our U.S. strategy focused on increasing visitation and strengthening Cayman's position as a premier Caribbean destination. The work ultimately extended beyond the U.S., informing campaigns across Canada, Latin America, and Europe.





**20%+ increase in visitors
2017 versus 2016 &
34% increase in US travel.**

HARD ROCK WEDDINGS

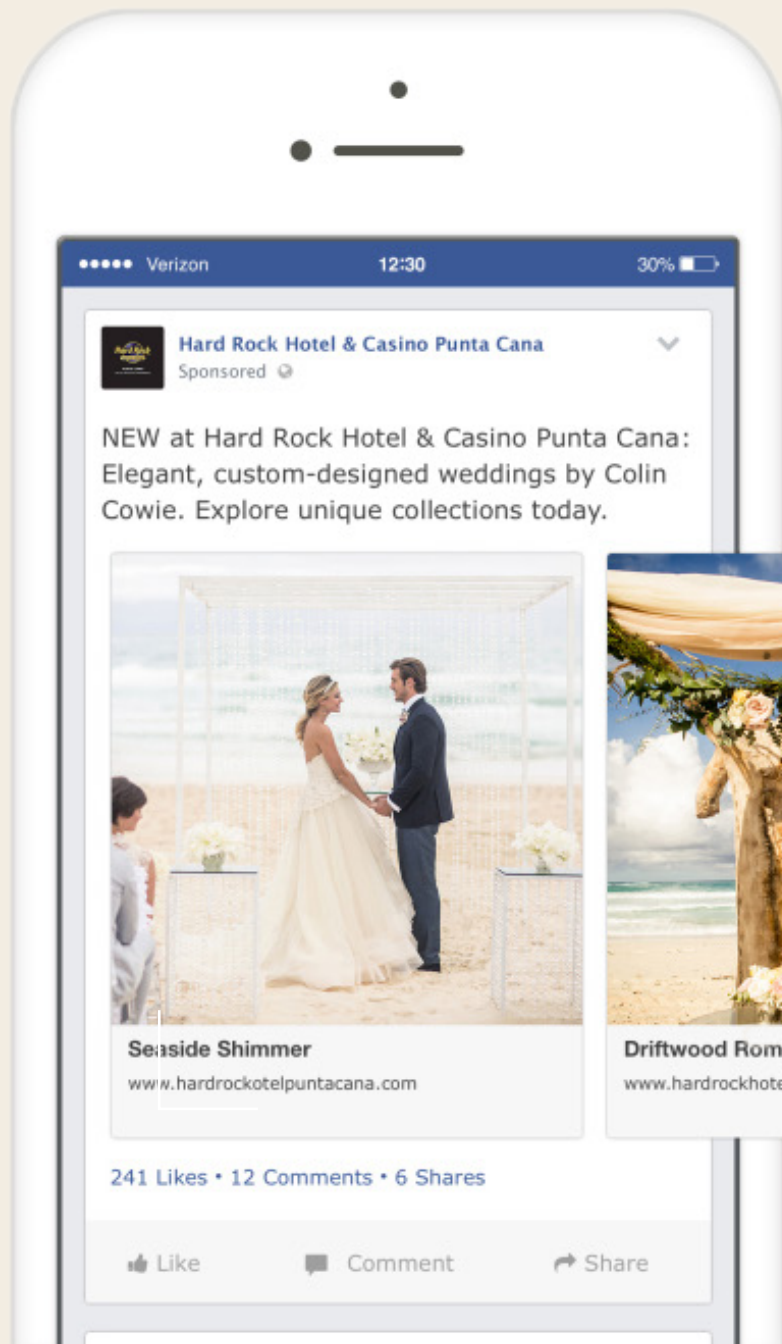
Hard Rock Hotels All-Inclusive Collection partnered with renowned event designer Colin Cowie to introduce a new collection of designer wedding experiences at its Punta Cana property.

As Lead Strategist on the account, I launched Facebook Dynamic Ads for Travel to support the new offering, using performance media to connect prospective travelers



CANCUN . PUNTA CANA . VALLARTA
RIVIERA MAYA . LOS CABOS
AN ALL-INCLUSIVE EXPERIENCE

**55.95:1 ROAS, \$1.54 CPM,
\$0.08 CPC & \$2,782.88
Avg. Revenue/Booking.**



Seaside Shimmer

www.hardrockhotelpuntacana.com



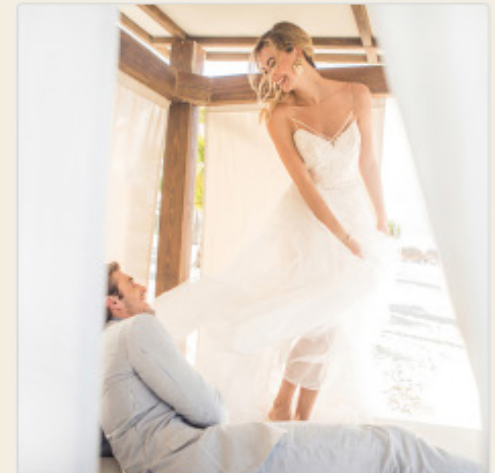
Driftwood Romance

www.hardrockhotelpuntacana.com



Golden Radiance

www.hardrockhotelpuntacana.com



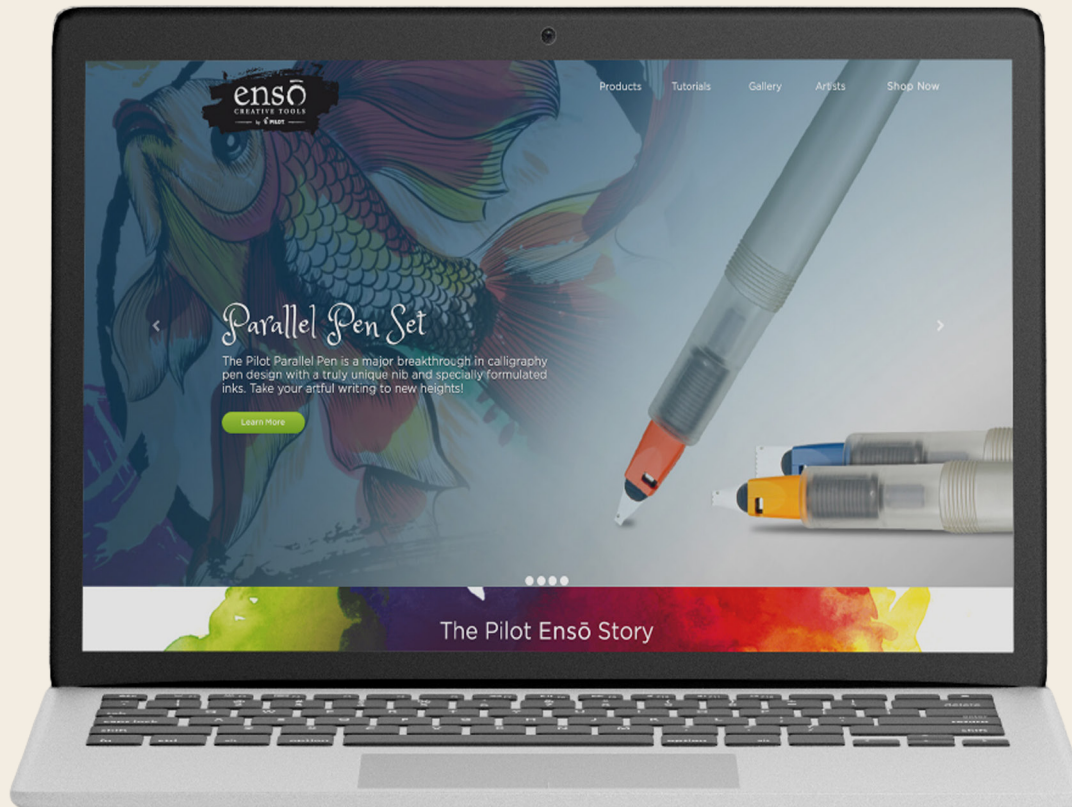
Learn more & plan the perfect wedding.

www.hardrockhotelpuntacana.com



ENSŌ PRODUCT LAUNCH

Pilot Pen launched Ensō as one of its most creatively driven product lines, designed to inspire artists, hand-letterers, and a new generation of creative consumers. As Senior Digital Strategist at The Zimmerman Agency, I helped bring the launch to life through an integrated content strategy spanning artist collaborations, influencer partnerships, experiential activations, and original content production. Working with leading artists in the hand-lettering and calligraphy community, we built a body of content designed not simply to introduce the product, but to demonstrate what consumers could create with it.



SITE CONTENT DEVELOPMENT

As part of the Ensō launch, I partnered with agency Digital leadership to develop video, photography, and written content for PilotEnso.com.

Artist profiles, tutorials, galleries, and product demonstrations transformed the site into more than a product showcase - giving consumers inspiration, education, and practical ways to see the

G2 OVERACHIEVERS GRANT

Pilot Pen partnered with writer and producer Shonda Rhimes to celebrate people accomplishing extraordinary things in their everyday lives. Built around Pilot's G2 pen, the Overachievers program invited consumers to recognize individuals balancing their careers with meaningful contributions to their communities - with one "Ultimate Overachiever" receiving a \$50,000 grant to further their cause.





PHILANTHROPIC STORYTELLING

The Overachievers program came to life through an integrated storytelling campaign spanning broadcast, digital video, and social media. In a Scripps Network commercial, Shonda Rhimes shared the role Pilot G2 played in her own creative process and invited viewers to nominate an Overachiever making a difference in their community.

For two years, Rhimes personally reviewed handwritten submissions and selected an "Ultimate Overachiever." Our team then traveled to surprise each recipient with a \$50,000 grant supporting their cause, capturing the moment through live social coverage and a professionally produced video series. The result was a brand story rooted not simply in product, but in creativity, ambition, and meaningful community impact.

LET'S BUILD WHAT'S NEXT.

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