

JILLIAN ENTERLINE-GOLDBERG

EXECUTIVE MARKETING LEADER • ORGANIZATIONAL TRANSFORMATION • DIGITAL INNOVATION

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Executive marketing leader with 17+ years of experience building high-performing marketing organizations across agency, enterprise SaaS, hospitality, travel, tourism, destination marketing, consumer packaged goods, heritage consumer brands, food & beverage, entertainment, and lifestyle industries.

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

Organizations trust me to modernize marketing capabilities, strengthen executive client partnerships, develop future leaders, and thoughtfully integrate technology without losing what makes great marketing fundamentally human.

SELECTED CAREER IMPACT

- **Built and led** integrated Digital and Social organizations spanning paid media, influencer, SEO/GEO/AEO, CRM, web, analytics, lifecycle marketing, and AI-enabled operations.
 - **Scaled growth across a \$20M+ annual managed media portfolio** supporting more than 300 hospitality organizations.
 - **Led teams of up to 14 direct reports** while coaching future Directors, global leaders, and cross-functional specialists.
 - **Modernized marketing organizations** through AI adoption, workflow redesign, operational improvement, and cross-functional integration.
 - **Trusted advisor** to Presidents, CEOs, executive leadership teams, and enterprise clients throughout career.
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MARKETING LEADERSHIP EXPERIENCE

The Zimmerman Agency

2025–Present

Director, Digital & Social

- Lead integrated Social and Digital organizations serving destination marketing, hospitality, tourism, consumer packaged goods, and lifestyle brands.
- Unified Digital and Social capabilities into an integrated operating model spanning paid media, influencer, SEO/GEO/AEO, CRM, web, and analytics.
- Expanded AI adoption through Microsoft Copilot and OmniAI while preserving strategic oversight and creative quality.
- Strengthened executive client relationships through strategic counsel, integrated planning, six-figure creator partnerships, and agency new business initiatives.

Representative clients: Pilot Pen • American Sugar Refining (Domino, C&H, Florida Crystals) • Rhode Island Commerce • Travel Belize • Daytona Beach Area CVB • Visit Central Florida • St. Lucia Tourism Authority • Visit Knoxville • Zoo Knoxville • Resorts World • Cruise.com • Bryce Canyon Country • Elysian Nordic Spa • Maho Beach Group.

Amadeus Hospitality

2021–2025

Senior Manager, Digital Media

- Scaled performance across a \$20M+ managed media portfolio by integrating Digital Media, Business Intelligence, SEO, Web, Booking Engine, Product, Sales, Customer Success, and Global Operations into unified client growth strategies.
- Redesigned North America's digital media operating model by realigning portfolios, redefining team structures, and matching client complexity to specialized talent—improving scalability, client experience, and organizational efficiency.
- Accelerated North American adoption of the Amadeus DSP following the Travel Audience acquisition, expanding omni-channel marketing capabilities across the hospitality portfolio.
- Established the North American Destination Marketing practice by adapting a successful EMEA operating model and partnering with cross-functional teams to launch and scale a new client offering.
- Improved operational efficiency and campaign consistency through AI-enabled workflows, reporting automation, and proprietary pacing tools that standardized campaign management and reduced media spoilage.
- Developed future marketing leaders through structured coaching, skills-based hiring, personalized mentorship, and performance management, with team members advancing into Director, global leadership, and Innovation roles.

- Served as a trusted strategic partner during enterprise transformation, collaborating with executive leadership, Product, Sales, Customer Success, HR, Innovation, and Global Operations to modernize marketing capabilities following the TravelClick acquisition.

Tresta / PATLive

2018-2021

Director of Marketing

- Reported directly to the CEO while leading integrated B2B SaaS marketing strategy.
- Built integrated demand generation, ABM, executive thought leadership initiatives, and partnership programs while positioning the CEO as an industry voice through LinkedIn strategy, speaking engagements, podcasts, and executive content.
- Strengthened alignment across Marketing, Sales, and Customer Success.
- Received a Regional ADDY Award for the redesign of Tresta.com.

The Zimmerman Agency

2015-2018

Senior Digital Strategist

- Partnered with leading hospitality, tourism, destination marketing, attractions, and consumer brands to shape integrated marketing strategies that strengthened brand visibility, customer engagement, and business growth.
- Developed integrated paid, owned, earned, influencer, and content strategies.
- Contributed digital strategy and executive presentations supporting successful agency new business pursuits.
- Created Dollywood Parks & Resorts' UGC playbook and presented the approach with CrowdRiff at IAAPA.

Representative clients: Pilot Pen • Gold Toe • American Sugar Refining • Cayman Islands Department of Tourism • Dollywood Parks & Resorts • Urban Plates • Hard Rock Hotels All-Inclusive Collection.

BookIt.com

2009-2015

Partner Marketing Media Manager

- Directed BookIt's flagship \$12M Top Ten All-Inclusive Resorts campaign, delivering an average 49% year-over-year revenue increase for participating hospitality partners through integrated cooperative marketing.
- Pioneered several of BookIt's earliest digital marketing capabilities, including technical SEO, content SEO, paid social advertising, affiliate backlink strategy, online reputation management, and integrated search/social marketing.
- Transformed the company's online reputation strategy by redesigning customer review acquisition from post-travel to post-booking, increasing aggregate online ratings from 3.5 to 4.5 stars in fewer than six months while creating a more representative customer feedback ecosystem.

- Expanded customer engagement through innovative social campaigns, including a 100-day giveaway program that sustained audience participation throughout BookIt's flagship marketing initiative.
- Built and developed one of the company's earliest digital marketing teams, managing up to seven direct reports while establishing collaborative processes, coaching future leaders, and expanding emerging digital capabilities across the organization.
- Led development of new digital products and revenue streams, including white-label booking solutions for agency partners and publisher-side display inventory monetized through DoubleClick for Publishers (DFP) across BookIt.com and associated domains.
- Established a reputation for identifying and scaling emerging digital marketing opportunities before they became industry standard, positioning BookIt at the forefront of modern travel marketing.

SPEAKING & RECOGNITION

- Speaker, IAAPA (with CrowdRiff): User-Generated Content Strategy
- Guest Lecturer, Florida State University: Social Media & Influencer Strategy
- Regional ADDY Award - Tresta.com Website Redesign

TECHNOLOGY, AI & MARKETING ECOSYSTEM

AI & Business Intelligence

DOMO • Microsoft Copilot • OmniAI • Power Automate • Power BI

Advertising & Media

Brandwatch • CM360 • DV360 • Google Ads • Later • LinkedIn Ads • Meta Ads • Microsoft Ads • Pinterest Ads • Reddit Ads • SA360 • Snapchat Ads • Sprout Influencer (Tagger) • Sprout Social • TikTok Ads • X Ads (Twitter)

Analytics, Search & Optimization

AEO • GA4 • GEO • Google Search Console • Google Tag Manager • Looker Studio • Netbase Quid • Optimizely • Rank Math • SEMrush • SEO • WP Rocket • Yoast SEO

Enterprise Platforms

Adobe Workfront • Airtable • Asana • Figma • Jira • Mediaocean Prisma • Microsoft Dynamics 365 • Monday.com • Omni+ • Salesforce • Workday

CRM & Digital Experience

ActiveCampaign • Constant Contact • Klaviyo • Loveable • Webflow • WordPress • Zoho CRM