

# Lauren Harris

HOSPITALITY & RESORT MARKETING LEADER · BRAND, DIGITAL & REVENUE STRATEGIST

## SUMMARY

Hospitality and lifestyle marketing leader with 20+ years driving revenue across resort, club, travel, and tourism brands. I build integrated marketing strategies — brand, digital, social, email, PR, and events — that fill rooms, grow membership, and increase per-guest spend.

Agency-trained (Peter A. Mayer, Castle Advertising) on hotel and destination accounts including Marriott, Harrah's, and the Louisiana Office of Tourism, then over a decade leading marketing, communications, member engagement, and concierge teams across a national portfolio of private clubs and resorts. Known for turning data into clear strategy and for launching new properties from the ground up. Local to Hutchinson Island.

## SELECTED MARKETING HIGHLIGHTS

- Launched The Collective (Seattle) from 0 to 700 members in six months — leading brand, PR, and digital for the new-property opening.
- Designed and launched a dues-to-dining-credit membership product for Invited's City Club Collection across nine clubs, generating roughly \$600K in annualized recurring revenue (2024–2025).
- Oversaw marketing and communications for multimillion-dollar club reinventions and repositionings across the City Club Collection.
- Drove company-wide email open rates to an all-time high of 44% average (60% at the top club) across 33 clubs at peak.
- Managed the launch advertising campaign for the San Diego Marriott Gaslamp Quarter as agency account executive.
- Launched University Club San Diego's Reserve Wine program: 500+ membership upgrades and \$150K+ in annualized dues.

## PROFESSIONAL EXPERIENCE

### Modern Membership

2023 – Present

Founder & Marketing Consultant · Hutchinson Island, FL

Marketing and revenue strategy for clubs and resorts: brand messaging, promotions, content and creative direction, social, website, email, and PR/influencer strategy, plus event calendar curation for on-site and virtual programming.

- Consulted for KSL Peregrine on the social-membership rollout at Silverado Resort (2024–2025), a resort-sector strategy engagement spanning positioning, member programming, and go-to-market.
- Designed a dues-to-dining-credit membership product for Invited's City Club Collection, launched across nine clubs and generating ~\$600K in annualized recurring revenue.
- Built email templates and drip campaigns that improved quarterly open rates 25%, drove 48 new memberships, and lifted à la carte revenue 15%.
- Direct editorial and creative for quarterly digital and print newsletters reaching 20,000+ households across 20+ clubs.

## CONTACT

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## EDUCATION

B.A., Communications  
Southeastern Louisiana University

- Study Abroad, King's College, London, UK
- Contributing Writer, Lion's Roar Publication

## MARKETING SPECIALTIES

- Integrated Marketing Campaigns
- Digital Marketing Strategy & Reporting
- Paid & Organic Social Media
- Email Automation & Lifecycle
- Brand Launch & Repositioning
- PR & Influencer Strategy
- Content & Creative Direction
- Event & Experiential Marketing
- Agency & Vendor Management
- Go-to-Market Strategy
- Cross-Functional Leadership
- Luxury & Hospitality Branding

## TOOLS & PLATFORMS

**Core:** Salesforce · HubSpot · Tableau · Power BI · Microsoft 365

**Social & Content:** SOCi · Hootsuite · Canva · YouTube · TikTok · WordPress · Squarespace · Wix

**AI:** Claude · ChatGPT · Gemini · Meta AI

**Listings & Events:** WeddingWire · PartySlate · Eventective

**Experience:** Medallia · Unifocus · Trello

## LEADERSHIP & SERVICE

- Board Member, Pelican Yacht Club (2024–Present)
- Experience Team Lead, TEDxSan Diego (2013–2017)
- Entrepreneur's Certificate, Downtown San Diego Partnership / UCSD Extension (2017)

## Invited (formerly ClubCorp)

2010 – 2023

*Regional Director of Member Experience · National Communications Specialist · Regional Communications Specialist · Dallas, TX*

Progressed through national and regional marketing, communications, and member-experience leadership across a portfolio serving 20,000+ memberships (\$4M monthly / \$48M annual dues). Partnered with regional directors and VPs of food & beverage, sales, operations, and marketing to drive revenue and retention.

- Served as creative director and editor of quarterly national newsletters and email marketing supporting 33 clubs at peak.
- Raised email open rates to an all-time high of 44% (60% at the top club) and improved retention to 75% out of COVID — the best year on record (2022).
- Launched The Collective, a new lifestyle portfolio club in South Lake Union, Seattle, from 0 to 700 members in six months.
- Oversaw marketing and communications for multimillion-dollar capital projects — club reinventions, acquisitions, and divestitures — including University Club San Diego, Tower Club Dallas, The Constellation Club, The Collective, Silicon Valley Capital Club, and City Club Los Angeles.
- Built brand standards and personas and drove go-to-market strategy for seven West Coast and Texas clubs; launched the Reserve Wine program (500+ upgrades, \$150K+ annualized dues).

## The University Club Atop Symphony Towers

2010 – 2015

*Director of Member Relations · San Diego, CA*

- Led a team of six, turning events into a revenue center with curated programming and 35+ member events monthly.
- Built revenue-driving à la carte series (TED Talks Tuesday, Investment Series, B2B Networking) and signature social traditions.
- Nurtured media partnerships (San Diego Magazine, Union-Tribune, Modern Luxury) and sponsorships including the PGA Tour Buick Invitational and Del Mar Thoroughbred Club.

## Castle Advertising

2004 – 2009

*Account Executive & Traffic Manager · San Diego, CA*

- Managed the launch advertising campaign for the San Diego Marriott Gaslamp Quarter, coordinating creative, production, and media across print, broadcast, and outdoor for the hotel's market debut.
- Directed advertising and marketing for the IKON residential development, coordinating creative and media for the property's sales and leasing campaign.
- Ran lead-generation campaigns for the University of Phoenix, managing multi-channel media to drive enrollment inquiries and keep production on schedule.

## Peter A. Mayer Advertising

2002 – 2004

*Traffic Coordinator · New Orleans, LA*

- Coordinated campaign production for major tourism, destination, and hospitality accounts including the Louisiana Office of Tourism, Harrah's New Orleans, and the New Orleans Saints.