



PORTFOLIO

Minelife Media LLC



SOCIAL MEDIA
MARKETING,
STRATEGY, &
CONTENT

2026

MineLifeMedia.com



Hello there!

Welcome to MineLife Media - a social media marketing agency specialized in the mining industry and its supporting sectors. We combine deep industry knowledge with strategic digital expertise to create content and strategies that drive real results.

What sets us apart? We're not just another agency. With roots in geological engineering and real mining experience, we understand your challenges and speak your language - allowing us to create authentic, accurate, and impactful digital communication.

Jess Scanlan

Founder, MineLife Media LLC

About me

Hey, I'm Jess! I bring over **5 years of hands-on mining experience** to her role as Principal of MineLife Media. With a **background in geology** and over **5 years in digital marketing**, she bridges the gap between technical mining operations and effective online communication.

- **Women in Mining UK - 100 Global Inspirational Women in Mining (2024)**
- **American Mining Hall of Fame & Mining & Minerals Education Foundation - Medal of Merit for Young Professionals (2025)**
- **Empowering Pumps & Industry - Emerging Leader of the Year (2025)**
- **Recognized as a trusted voice in the mining industry's digital transformation**



Services offered

At MineLife Media, we tailor our services to the unique needs of each client -from junior explorers to established mining organizations. Whether you need strategic guidance or full-scale social media management, our services are designed to align with your goals, audience, and KPIs.



01

Social Media Strategy

We'll dig deep into your business goals, target audience, and industry positioning to craft a tailored social media strategy that hits pay dirt

02

Social Media Management

Let us handle the day-to-day grind of posting, engaging, and analyzing, so you can focus on what you do best – running your operations.

03

Content Creation

From eye-catching graphics to compelling videos and blog posts, we'll create content that educates, entertains, and drives engagement.

04

“From the Ground Up” Strategy Workbook & Audit

Not ready for full management? From the Ground Up offers a comprehensive social media audit and strategy session.

05

Additional Services

- Graphics and design
- Influencer marketing
- Event coverage

Why choose us?

01



We Know Your World

Our team brings boots-on-the-ground experience in mining and geology, with a clear understanding of technical language, regulations, and the industry's real-world challenges.

Authenticity Is Our Goal

We focus on showcasing the real people and stories behind your company, moving beyond generic corporate content to highlight your brand's true personality.



02

Education-Focused Content

We specialize in translating complex mining concepts into clear, engaging content for the public, investors, and potential clients.



03

Tailored Solutions

From junior explorers to established mining organizations, we craft strategies designed around your specific goals, stage, and needs.



04

Cost-Effective

Our services are built to be flexible and cost-conscious, helping you strengthen your social media presence without requiring a large marketing budget.



05

FREE COMMUNICATION TRAINING

Geocommunication 101

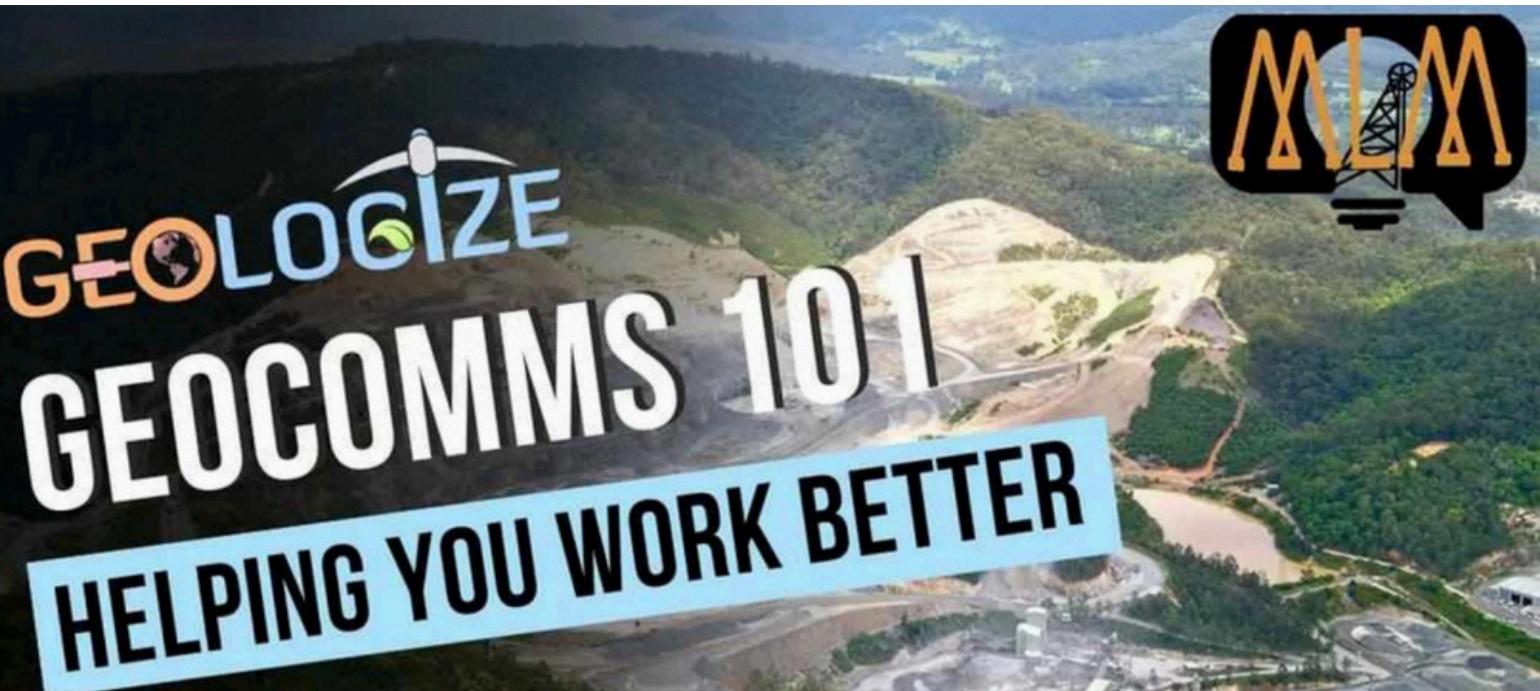
A complimentary benefit for MineLife Media clients

Effective communication is the foundation of successful mining projects and strong public engagement. That's why MineLife Media offers all clients free access to Geocommunication 101, a specialized short course developed in partnership with Geologize Ltd.

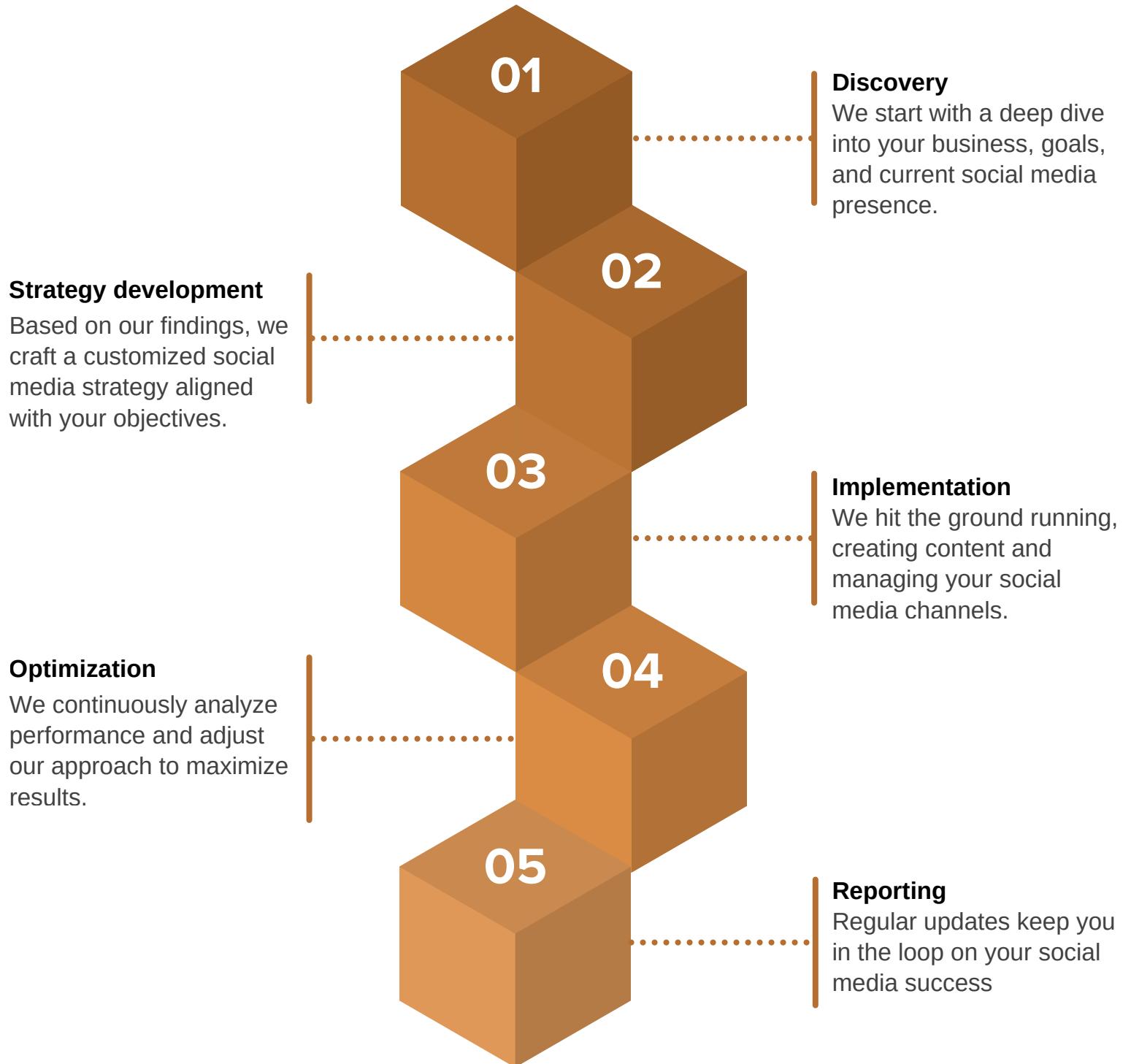
This exclusive mini-course introduces the core principles of geocommunication, helping you collaborate more effectively with our services and strengthen your social media presence.

Why this matters

Geocommunication 101 empowers you and your team to communicate more clearly, generate stronger content ideas, and contribute to a more informed and positive public perception of the mining industry.



Our process



Contact details

+1-406-263-1681
Jess@MineLifeMedia.com

Office hours

M - F 9:00am - 5:00pm MST
Sa - Su 11:00am - 2:00pm MST

Website

MineLifeMedia.com

Social media

@minelifemediallc



UGC & Influencer Work

At MineLife Media, we understand the power of authentic, engaging content. Our UserGenerated Content (UGC) and Influencer Work services leverage personal branding and real-life experiences to create compelling narratives that resonate with audiences. Here are some examples of our success in this area:



Copper Game Instagram Takeover

Client: Montana Resources

To increase Instagram engagement during the annual Copper Game, we led a “day in the life” Instagram takeover using UGC and Jess’s personal brand as a Montana Tech alumna.

Results:

- 18% increase in Instagram followers
- Reels exceeding 2,000 views
- Average engagement rate of 4.8% on the day



Kickstarting TikTok Presence

Client: Juno Jones

We executed a month-long TikTok takeover to establish the brand’s presence and support sales through short-form video content.

Results:

- Nearly 1,500% increase in TikTok followers
- Strong foundation for ongoing TikTok marketing
- Increased brand awareness among younger audiences



Comprehensive Event Coverage

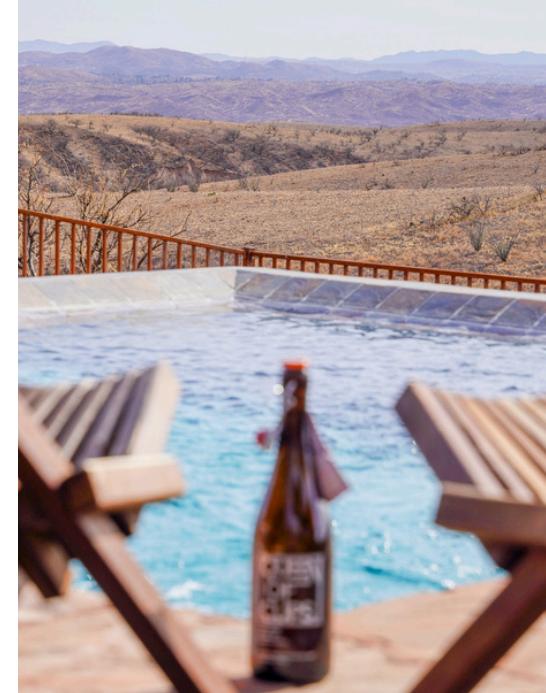
Client: Montana Mining Association

We delivered end-to-end content and social media coverage for the 2024 Annual Meeting, including photography, videography, and live platform management.

Results:

- 75+ new LinkedIn followers in just three days
- Increased impressions and engagement on Facebook and LinkedIn
- Stress-free social media management during the conference
- Creation of a reusable content library for future marketing

PHOTOGRAPHY EXAMPLES





MINELIFE MEDIA

The Rock Record

@minelifemediallc · she/her · 1.58K subscribers · 363 videos

Hey, I'm Jess, and I like to talk about rocks! [...more](#)

minelifemedia.com/about-3 and 1 more link

Customize channel

Manage videos



Home Videos Shorts Live Playlists Posts Store 

VIDEO
EXAMPLES
(CLICK IMAGE
TO WATCH)

Check Out Our 2024 Meeting Re-cap!

Watch the recap video of our 2024 Annual Meeting
and get excited for another great one in 2025!



Client testimonials

We're proud to work with a diverse range of clients in the mining and related industries. From junior explorers to established consultancies and educational institutions, we're equipped to handle the unique social media needs of any organization in the mining ecosystem.



Rare Earth Ridge Resources

“Jessica and her team at Mine Life Media are addressing a critical gap in our industry. As the need for distinct investment strategies and project differentiators grows, their approach of crafting tailored, brand- and ethos-centric communication strategies, especially through social media, stands out as both unique and essential for the industry.”



World Museum of Mining

“Jess is a pleasure to work with. She creates content unique for our business and does a great job with consistent branding. She is open to our feedback and helps our staff look at social media and its impact from a different perspective. It's a relief to know our message is getting out there and staff does not have to dedicate hours and hours to creating content, publishing and follow up.”



Montana Bureau of Mines & Geology

Jess/MLM has significantly boosted our social media presence, is professional, proactive, and easy to work with, and perhaps most importantly, she knows the geosciences/industry!”

“Jess and the MineLife Media team are effective and fun to work with. The content they produce is crafted to be in line with our mission and is fun and informative for the public we serve.”



**AVAILABLE
NOW**

From the Ground Up

MineLife Media Strategy Session & Workbook

Designed for **organizations that need strategic clarity without full social media management**, From the Ground Up provides focused guidance, practical tools, and actionable insights to strengthen your social media presence.

This service includes a comprehensive audit, a dedicated strategy session, and a **detailed workbook tailored to your brand, audience, and goals** - enabling immediate and measurable improvements.

What's included:

- Social media audit
- 2-hour virtual strategy call
- Strategy call recording
- Strategy summary & notes
- In-depth strategy workbook
- Follow-up advice & actionable next steps

\$150

Ready to dig deeper?

Ready to unlock the full potential of your brand's online presence?

MineLife Media helps mining and related industries connect with the right audiences through strategic, industry-informed digital communication.

Whether you need full-scale management, strategic guidance, or expert support to get started, we're here to help you move forward with clarity and confidence.



Contact details

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- ✉️ Jess@MineLifeMedia.com
- 🌐 MineLifeMedia.com

Office hours

M - F 9:00am - 5:00pm MDT

Response time

24-48 hours except weekends



FAQ

How much does your service cost?

Our management pricing starts at \$500/month, but we tailor our services to fit your specific needs and budget. We'll provide a custom quote after our initial consultation.

Which social media platforms do you specialize in?

We focus on the platforms most relevant to the mining industry, including LinkedIn, Twitter, Facebook, and YouTube. We're also experienced in leveraging platforms like Instagram and TikTok for reaching younger audiences.

Can you help with investor relations on social media?

Absolutely! We have experience in crafting social media strategies that support investor relations efforts, including communicating company milestones, financial results, and growth strategies in a compliant and engaging way

What software and equipment do you need or provide?

At MLM our services are all inclusive, meaning the customers only pay for special equipment and software needs. We bring our own cameras, the Adobe suite of products, etc.

What businesses do you work with?

While MLM specializes in mining, construction, geoscience, and industrial supply our unique perspective can bring benefits for a wide variety of customers

Where can we learn more?

Check out MineLifeMedia.com to learn more about our business, or check out our shop at MineDesignCreations.com to get some stickers and see more graphic design examples! We also are on all major social media platforms!