

Jess Scanlan

Sharing the stories hidden in stone

From uncovering hidden geological wonders to sharing the stories written in stone at popular destinations, **I help travelers discover the deeper meaning behind the places they visit.** As a geologist turned content creator, I bring a unique perspective that helps destinations showcase not just their beauty, but their billion-year stories that make each location truly unique.

🔍 Geotourism | Adventure | Storytelling ✕

2.6k

Instagram
followers

2.3k

YouTube
subscribers

4.7k

TikTok
followers

13k

LinkedIn
followers

3.5%

Avg Instagram
engagement

18k

Monthly YouTube
views

25-44

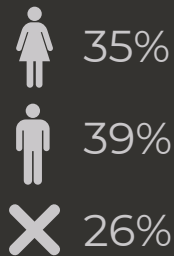
Avg age across
all platforms

40k

Monthly views
on TikTok



What I'm all about?



55% USA
8% Canada
4% UK

22k+

Reach

7%

Engagement

My mission is to **help travelers think beyond the Instagram photo** and discover the incredible stories written in stone around us.

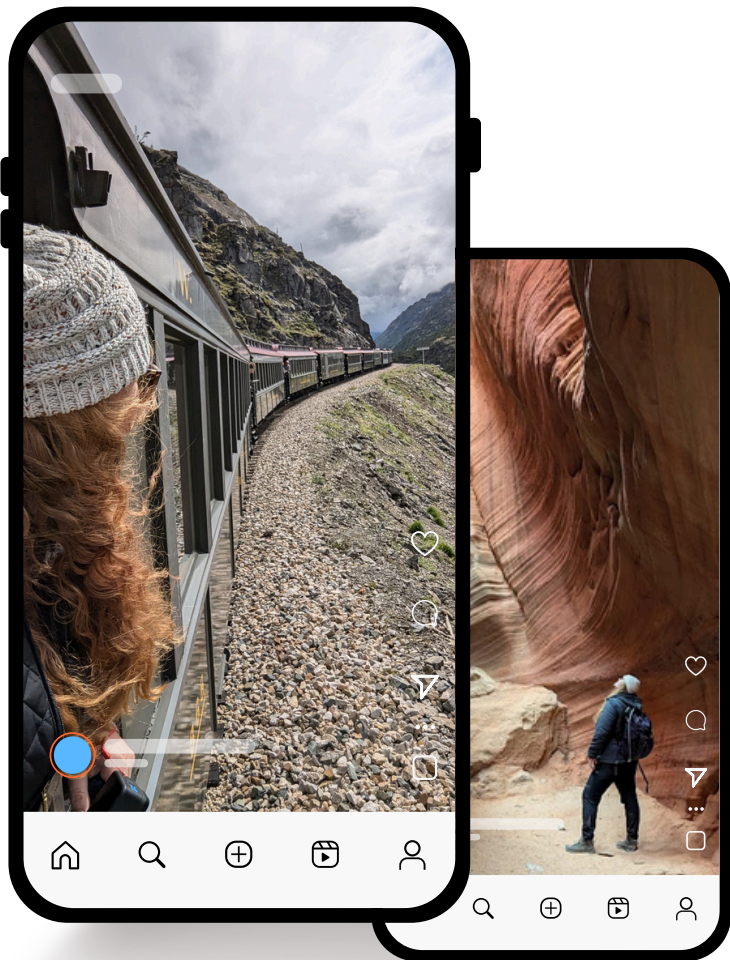
Whether I'm hunting for sapphires in Montana, exploring the geology behind the legends of Loch Ness, or sharing the hidden stories of Hawaii's volcanoes, I create content that encourages deeper exploration and authentic connection with destinations.



Why work with me?

Unique perspective

I bring geological expertise that transforms destinations into compelling stories - highlighting hidden gems, local history, and natural features while attracting education-minded travelers.



Destination impact

My work encourages longer stays, year-round visitation, and tourism beyond typical photo spots through deeper, evergreen educational storytelling.

Content that connects

I create professional, multi-platform content that balances scientific accuracy with engaging, accessible storytelling.

Adventure seeker

From off-the-beaten-path exploration to historical and natural site interpretation, I document places with curiosity, depth, and authenticity.

Content that connects

I create destination content that goes beyond surface-level travel videos:

- Uncovering the geological stories behind iconic landscapes
- Showcasing hidden gems and lesser-known attractions
- Creating educational content that drives genuine interest
- Documenting unique experiences and adventureshe geological stories behind iconic landscapes
- Bringing scientific stories to life through engaging content

Previous adventures include:

- Sapphire hunting in Montana (65k+ views)
- Exploring the geology behind the legend of Loch Ness
- Documenting Hawaii's volcanic wonders
- Uncovering the story of the Blarney Stone
- Showcasing historic sites through a geological lens
- Creating geological guides to popular destinations

Let's create something together

I love collaborating with destinations and organizations who want to:

- Tell deeper stories about their locations
- Attract education-minded travelers
- Showcase natural wonders
- Highlight hidden gems
- Create evergreen educational content
- Drive interest in lesser-known attractions

Partnership opportunities:

Destination storytelling & features

Location-based narratives, hidden gems, geological and historical interpretation, and natural wonders.

Adventure & experience documentation

Off-the-beaten-path exploration, unique geological and historical experiences, and nature-focused storytelling.

Educational content & interpretation

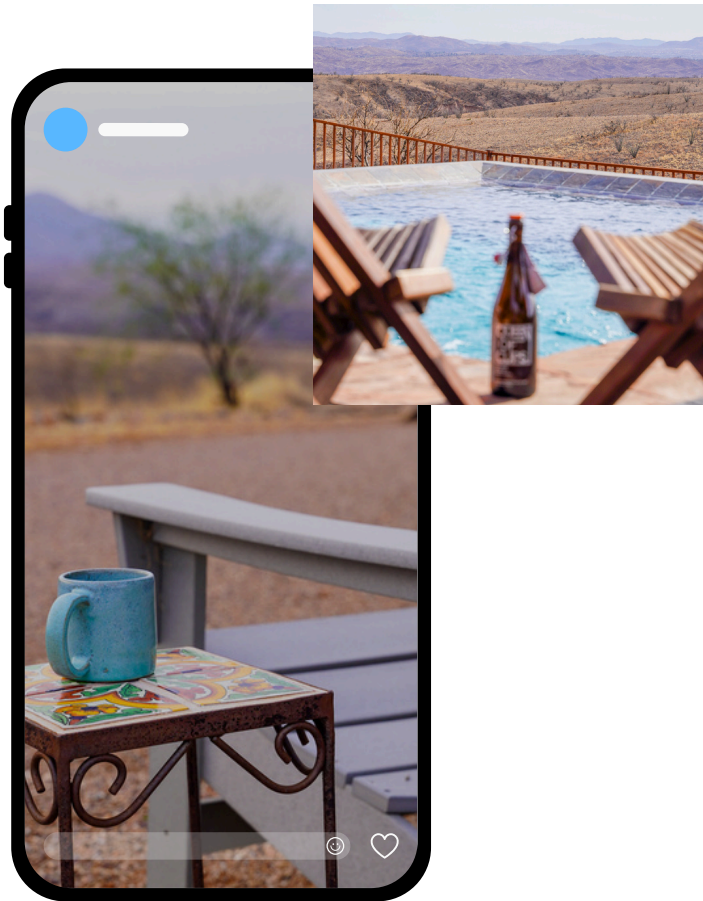
Destination geology guides, natural history features, educational series, virtual field trips, and interpretive content.

Multi-platform content creation

Professional photography, engaging video, social media assets, and cross-platform content packages.



Recent work



Sky Island NatureRetreat

Created new photo and video assets for the Birdsong Desert Retreat in Patagonia, AZ with their “boho outdoorsy” vibe for social media and website use. Also featured on “The Rock Record” YouTube channel.

Historic Hotel with Character

Photo, video, and drone assets for the Bisbee Grand Hotel showcasing personality of this historic property with their unique twists & hospitality. Also featured on “The Rock Record” YouTube channel.



Ready to tell your story?

Every destination has a story written in stone - let's help your visitors discover it! Whether you're looking to showcase your natural wonders, highlight hidden gems, or create engaging educational content, I'd love to discuss how we can work together to tell your location's unique geological story.



Contact details

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Office hours

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

Response time

24-48 hours except weekends