

# Jess Scanlan

Sharing the stories hidden in stone

From underground mining operations to digital storytelling, **my journey represents the evolution of how we communicate about the mining industry.** As a former underground Grade Control Geologist turned content creator, I bring a unique perspective that bridges the gap between technical operations and engaging storytelling.

🔍 Geology | Mining | 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**

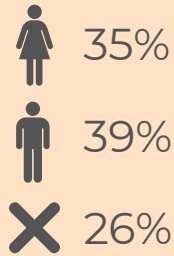
Avg age across  
all platforms

**40k**

Monthly views  
on TikTok



# What I'm all about?



55% USA  
8% Canada  
4% UK

22k+

Reach

7%

Engagement

**My mission is simple:** make geology and mining accessible, engaging, and understood by broader audiences.

Whether I'm creating content about sapphire hunting in Montana or explaining why a particular landscape looks the way it does, I love helping people discover the stories written in stone around us.



# Why work with me?

## I've been there

I With boots-on-the-ground experience in mining, I understand both the technical side and how to make it accessible

## Unique perspectives

I see geology everywhere and love sharing those "aha!" moments with others

## Bridge builder

I help translate complex industry concepts into content that resonates with real people

## Adventure seeker

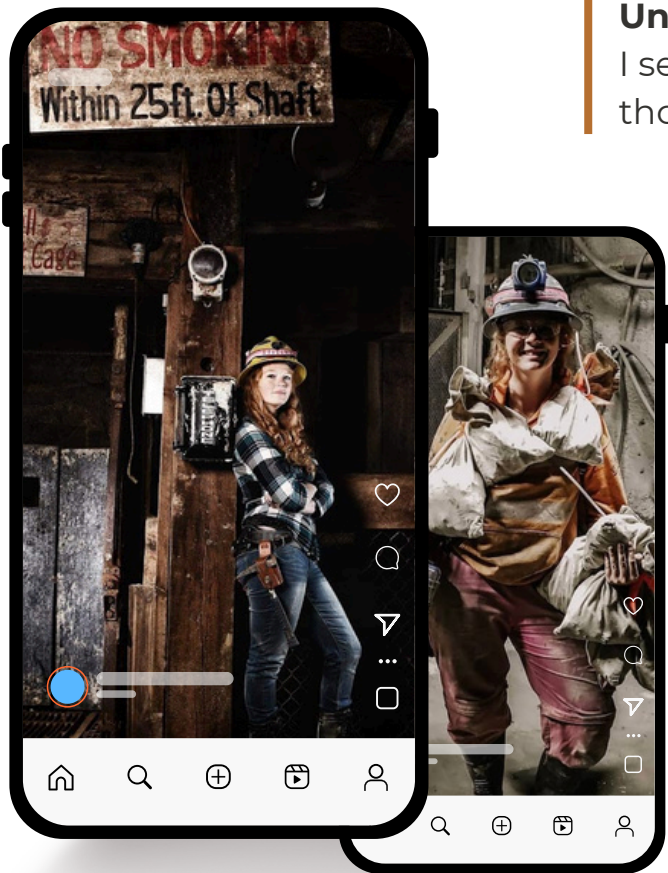
Always looking for the geological story behind every destination

## Authentic voice

What you see is what you get - a geology nerd who loves sharing these stories!

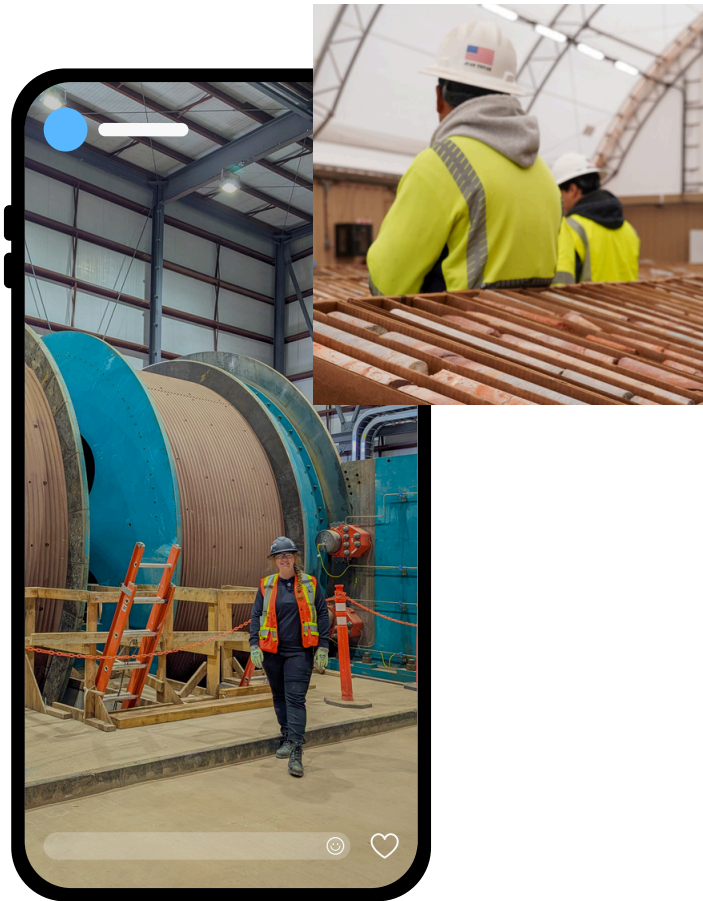
## Industry recognition

- A 2024 "WIM100" recipient,
- 2025 MMEF "Medal of Merit Under 40" awardee,
- 2025 "Emerging Leader of the Year" from Empowering Pumps
- Featured on workforce panels
- Collaborated with groups like the Montana Mining Association, AEMA, and EPIC.





# Recent work

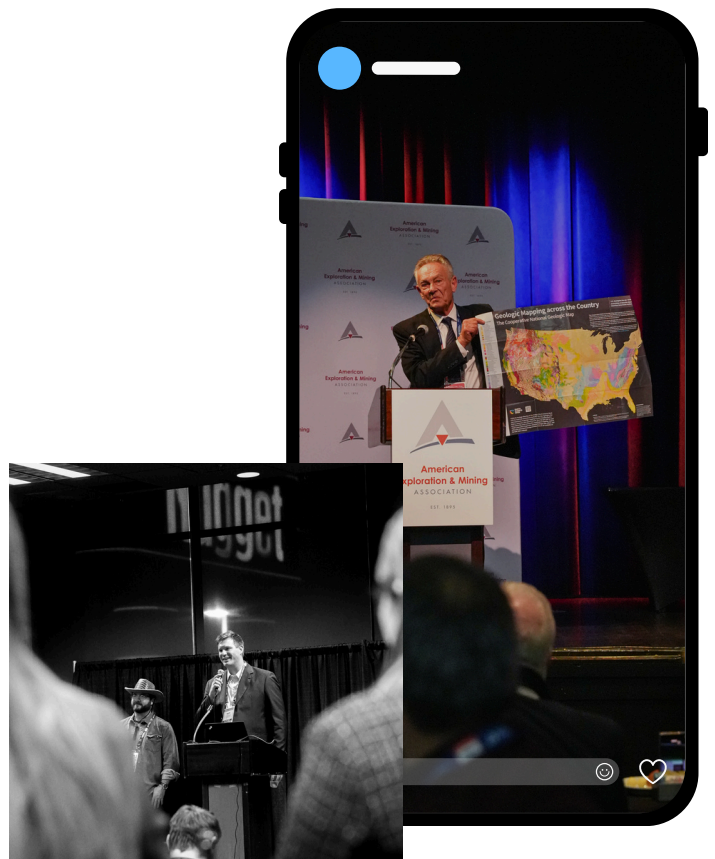


## South32 Hermosa Industry Insider

Created a behind-the-scenes style video for the “Industry Insider” playlist on The Rock Record! We worked with South32 on their goals for the video, safety measures, community impact, and story.

## AEMA Annual Meeting Content

I assisted AEMA with their 2025 annual meeting, not just with content but also as the event photographer and pre-event influencer-style promotion. Together, we created lasting content that can be utilized across social media and for future event promotion.



# Content that connects

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**I create content that goes beyond the surface, whether that's:**

- Taking viewers underground in historic mines
- Explaining the geology behind popular tourist destinations
- Showcasing the human side of mining
- Finding hidden gems in well-traveled locations
- Making complex geological concepts actually fun to learn about
- Collaborating with industrial companies, manufacturers, mining and mineral exploration projects, & more to share their stories

## **Previous adventures include:**

- An influencer Takeover Day with Montana Resources
- A behind-the-scenes look at Brunton Compasses & South 32's Hermosa Project
- Showcasing historical sites like the Soudan Underground Mine
- Documenting the Klondike Gold Rush story
- Making geology accessible through "The Rock Record" series



# Let's create something together

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## **I love collaborating with destinations and organizations who want to:**

- Tell deeper stories about destinations
- Make technical concepts accessible
- Connect with communities authentically
- Create educational content that engages
- Share adventures with substance

## **Partnership opportunities:**

### **Educational series**

- Technical concept breakdowns
- Location-specific geology
- Industry insights
- Behind-the-scenes looks.

### **Adventure & Travel Content**

- Destination features
- Hidden gem locations
- Geological tourism
- Historical site exploration

### **Brand Integration**

- Authentic field testing
- Real-world gear reviews
- Technical equipment features
- Adventure documentation

### **Event & Conference Coverage**

- Real-time content creation
- Social media management
- Content library development
- Conference highlights
- Behind-the-scenes access



# Ready to tell your story?

**I'd love to hear about your goals**  
and discuss how we can work  
together to create content that  
resonates with your audience while  
staying true to your mission.



## Contact details

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🌐 MineLifeMedia.com

## Office hours

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

## Response time

24-48 hours except weekends