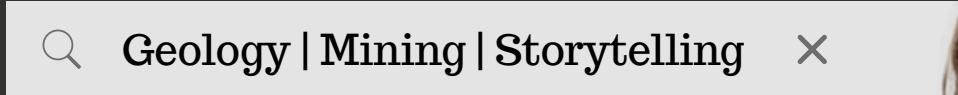


Jess Scanlan

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.



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.

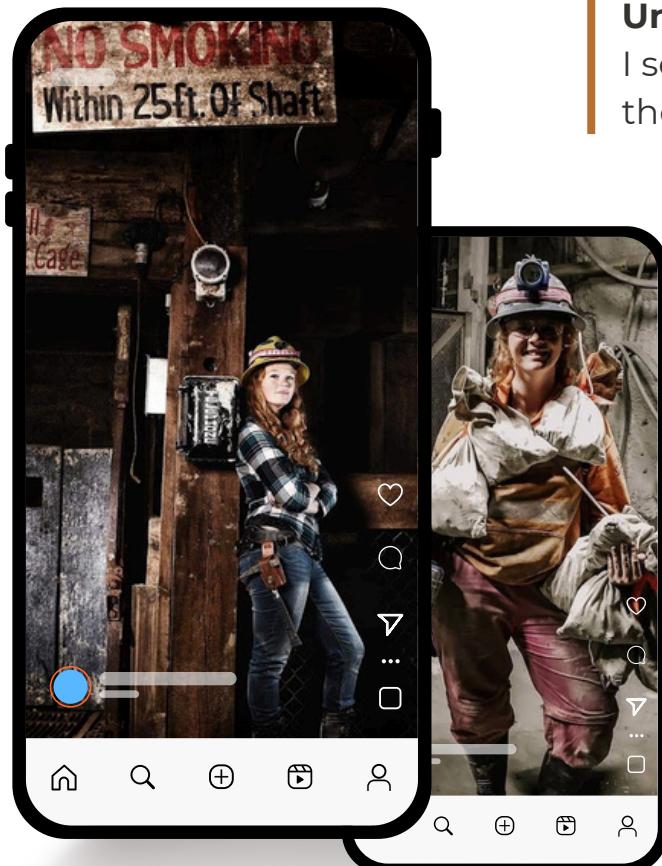
Whether I'm creating content about sapphire hunting in Montana or explaining why a particular landscape looks the way it does, I love helping people discover the stories written in stone around us.



Why work with me?

I've been there

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

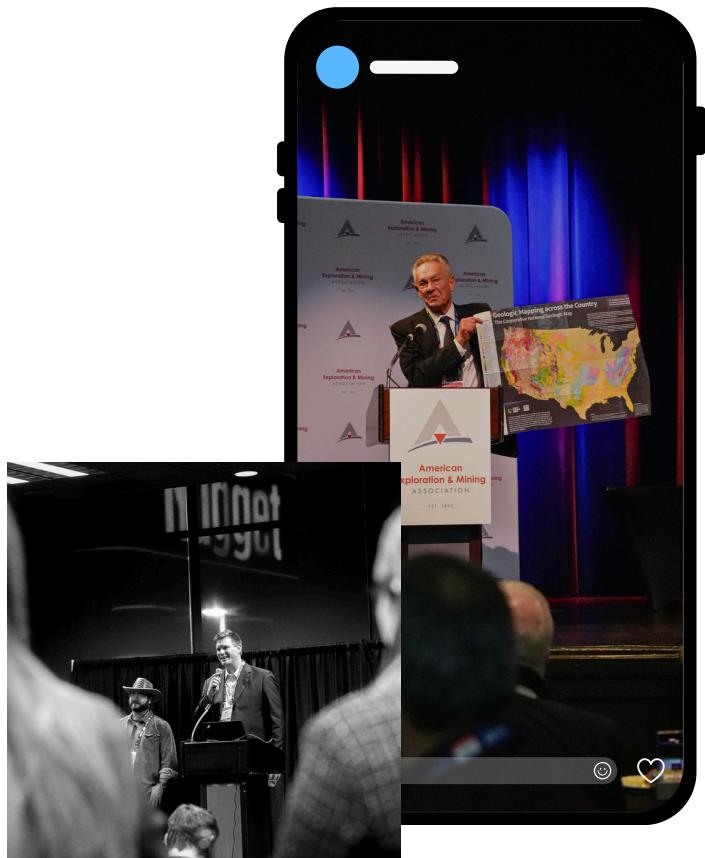
- A 2024 "WIM100" recipient,
- 2025 MMEF "Medal of Merit Under 40" awardee,
- 2025 "Emerging Leader of the Year" from Empowering Pumps
- Featured on workforce panels
- Collaborated with groups like the Montana Mining Association, AEMA, and EPIC.

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

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

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

- 📞 +1-406-263-1681
- ✉️ Jess@MineLifeMedia.com
- 🌐 MineLifeMedia.com

Office hours

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

Response time

24-48 hours except weekends