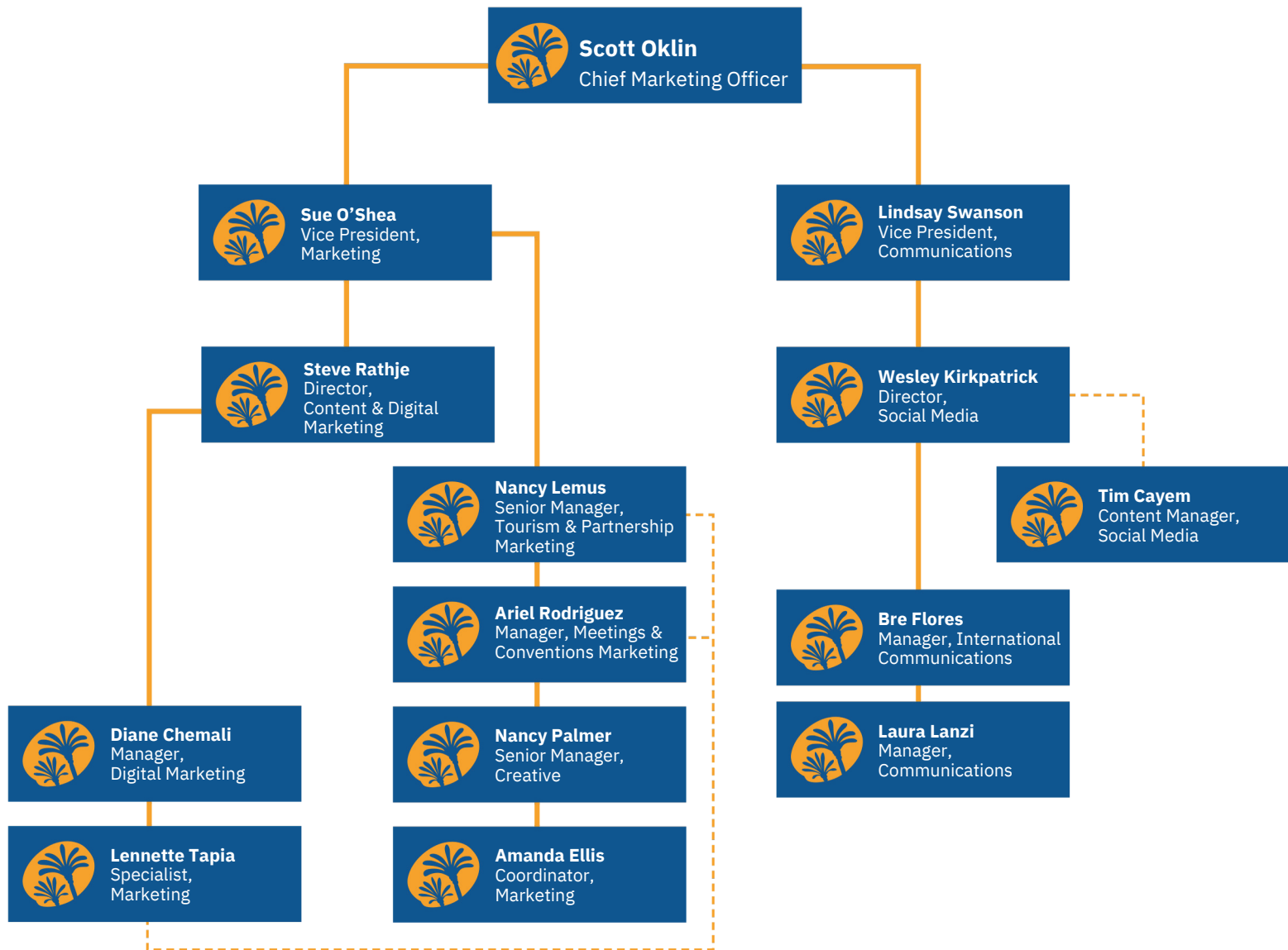

MARKETING & COMMUNICATIONS STAFF BIOS

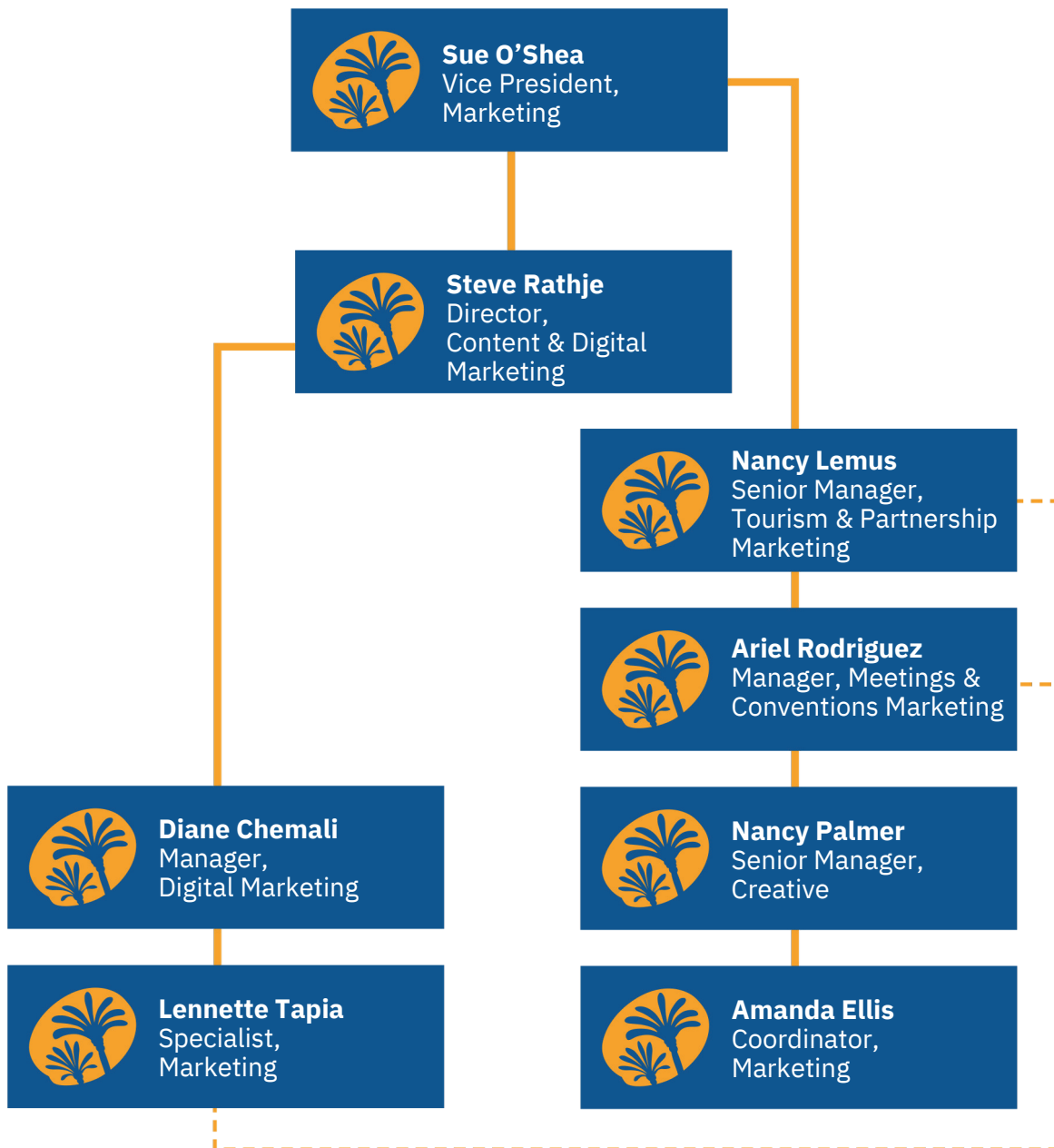
2025



ORG CHART - MARKETING & COMMUNICATIONS



ORG CHART - MARKETING



MARKETING BIO



Scott Oklin

Chief Marketing Officer | Visit Anaheim

In his role as Chief Marketing Officer at Visit Anaheim, Scott oversees all brand, marketing, and communications efforts for the organization—positioning Anaheim as a dynamic lifestyle destination for leisure travelers, meeting planners, and global audiences alike. He leads the strategic vision and execution of integrated campaigns that span marketing, advertising, public relations, influencer strategy, digital marketing, social media, creative development, and content production—all designed to elevate Anaheim's profile and drive measurable economic impact for the city.

BIO

Scott is an award-winning brand strategist and marketing executive with over 15 years of experience in the travel, tourism, and entertainment industries.

Prior to joining Visit Anaheim, Scott spent a decade at Travelzoo, where he played a pivotal role in raising the platform's profile through high-impact partnerships across professional sports, live entertainment, hospitality, and global tourism boards. He led campaigns with Live Nation, Cirque du Soleil, airlines, hotel brands, and DMOs—delivering innovative, performance-driven marketing that connected millions of travelers across the globe with unforgettable experiences.

Scott began his career in corporate partnerships with the Washington Commanders and holds an MBA with a concentration in Sports Management. He is known for his ability to blend creativity with strategic thinking and data-driven decision making to build brands that both inspire audiences and deliver strong results.

At Visit Anaheim, Scott's team has launched bold, culturally relevant initiatives like the Imaginagency campaign—a first-of-its-kind travel agency run by kids—and the Anaheim Ducks away jersey sponsorship, which brought destination marketing into the world of professional sports. He has also shaped the organization's influencer strategy around authenticity, working with talent who have real ties to the region, including Tia Mowry, Tarek and Heather El Moussa, and Amon-Ra St. Brown.

A frequent speaker and podcast guest, Scott is recognized as a rising voice in destination marketing, tourism innovation, and modern brand building. His work continues to help redefine how cities and destinations tell their stories—and how travelers connect with the places they love.

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MARKETING BIO



Sue O'Shea

Vice President, Marketing | Visit Anaheim

As Vice President of Marketing, Sue leads Visit Anaheim's overarching marketing strategy and brand positioning efforts. Reporting to the Chief Marketing Officer, she oversees integrated campaigns, cross-department collaboration, and strategic partnerships to promote Anaheim and Garden Grove as top destinations for leisure, luxury and business travel.

Her responsibilities include guiding the annual marketing plan and budget, leading digital and experiential initiatives, managing agency relationships, and mentoring the marketing team. She ensures alignment across all channels, upholds brand integrity, and represents Visit Anaheim at major industry events.

BIO

Sue is a veteran marketing executive with experience spanning tourism, theme parks, sports, hospitality, and real estate. She currently leads Visit Anaheim's marketing strategy, campaigns, and brand initiatives to position Anaheim and Garden Grove as premier travel destinations.

Sue began her career with a 22-year tenure at The Disneyland Resort, where she held progressive roles in Park Operations, Group Sales, and Product Development. She later served as Vice President of Sales & Marketing at Knott's Berry Farm, where she led a brand refresh and expanded the park's footprint in the travel trade market. She has also held leadership roles at Montage Hotels & Resorts, the Irvine Company and with the Anaheim Ducks and Los Angeles Angels.

Sue holds a BA in Communications from Cal State Fullerton and is a lifelong Orange County resident.

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MARKETING BIO



Steve Rathje

Content & Digital Marketing Director | Visit Anaheim

The Director of Content and Digital Marketing is responsible for shaping and implementing Visit Anaheim's content, digital marketing, and website strategies to support organizational business and marketing objectives.

This role oversees the development and distribution of engaging content across all marketing channels, with a particular focus on the Visit Anaheim website. The Director sets clear digital marketing goals and drives initiatives to achieve them. Additionally, this position leads the creation of content strategies that fuel marketing success, conducts regular content audits, and builds the website content calendar. The Director collaborates with various departments to source and develop impactful content, ensuring alignment with company objectives and leadership's vision.

BIO

With over 25 years of marketing experience, Steve has built a distinguished career leading innovative strategies across every facet of the digital landscape. As a former President & CEO of a prominent education company, he demonstrated exceptional leadership by driving growth, shaping brand vision, and building high-performing teams. Steve's track record spans various industries, where he has consistently delivered measurable results and fostered a culture of creativity and excellence.

An authority in website development, SEO, copywriting, lead generation, data analysis, and digital marketing, Steve is known for developing impactful content and orchestrating campaigns that resonate with diverse audiences. His extensive experience in content curation and distribution has enabled organizations to amplify their reach and engage customers in meaningful ways. Steve's passion for crafting compelling narratives and leveraging data-driven insights makes him a trusted advisor and dynamic leader in the evolving world of digital marketing.

Steve holds a bachelor's degree in Business Administration with a Marketing concentration from Cal State Long Beach and currently resides in Orange County.

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MARKETING BIO



Nancy Lemus, CTA

Senior Marketing Manager, Tourism & Partnership | Visit Anaheim

As Senior Marketing Manager at Visit Anaheim, Nancy drives strategic, story-driven campaigns that elevate Anaheim as a premier leisure and luxury destination. She works closely with the Vice President of Marketing and key departments to align messaging, creative, and media strategies with the organization's brand vision. Nancy leads cross-channel activations, oversees production timelines, and manages agency partners to ensure high-impact results.

Supporting both the Tourism and Partnership teams, she implements integrated campaigns that expand market reach, engage global audiences, and create added value for Visit Anaheim's partners. A bilingual marketer, she also ensures cultural relevance and consistency across domestic markets, helping to bring Visit Anaheim's brand to life on every platform.

BIO

Nancy is a versatile marketing professional whose career bridges broadcast media and travel. She began in television production before following her passion for travel into the tourism industry, starting at a boutique tour operator and later joining the luxury river cruise line Uniworld. At Visit Anaheim, she draws on her diverse background to lead compelling, cross-channel marketing initiatives that elevate the destination's global appeal.

Nancy holds a BA in Communications from USC and a Master's in Tourism, Hospitality, and Recreation Management from Cal State Northridge. A proud Southern Californian, she is passionate about inspiring visitors to discover the magic of Anaheim.

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MARKETING BIO



Nancy Palmer, CATP, CTA, MBA

Senior Creative Manager | Visit Anaheim

The senior creative manager oversees all creative output for Visit Anaheim, including graphic design, copywriting, photography, video production, print production, and related projects. Responsible for managing budgets and production schedules, this role collaborates closely with internal departments, the Agency of Record, and creative consultants to ensure projects are delivered on time, within budget, and consistently on-brand. As the steward of Visit Anaheim's creative look and standards, the Senior Creative Manager helps shape the brand's visual identity alongside the Vice President of Marketing and may also lead the development of new creative concepts for future initiatives.

Core duties involve managing both internal and external creative teams, reviewing and producing digital and print materials, creating trade show graphics and videos, and overseeing all aspects of project planning and delivery, including scheduling, resource management, and client communications. The manager is also accountable for optimizing messaging to various audiences, coordinating photo and video shoots, maintaining the company's asset library and usage rights, and overseeing the bidding process for print production. The role requires a strong ability to manage multiple projects simultaneously, and a hands-on approach to producing and refining a wide range of creative assets.

BIO

Senior-level creative with a demonstrated history of working in tourism, higher education, and sports. Skilled in digital marketing, art direction, project management, and graphic design. She currently manages the creative assets and branding for Visit Anaheim to shape the brand's visual identity.

Nancy's career highlights include working for the University of California, Irvine, Golden State Warriors, and Angels Baseball.

Nancy holds an MBA from Arizona State University and a BA from California State University Fullerton. She is an avid basketball player and attended high school in Anaheim.

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MARKETING BIO



Ariel Rodriguez

Marketing Manager, Meetings & Conventions | Visit Anaheim

Ariel Rodriguez is responsible for refining and optimizing Visit Anaheim's success in the Business-to-Business segment (B2B) through targeted marketing initiatives. She collaborates with sales leaders and services the meetings & conventions sales team by fulfilling the organization's mission to develop, market, promote and sell the destination to key decision makers. Her efforts ensure our destination remains top of mind while effectively capturing and nurturing potential leads.

BIO

I started at visit Anaheim in June of 2023 –going on two years now. My DMO familiarity shadowed my marketing experience when I worked at Toyota Arena in Ontario. At the time, my marketing role supported the GOCVB's digital presence for signature community events. I consider myself a marketing Swiss-army knife and provide a wide range of strategic and creative skills. I am very proud to work for Visit Anaheim and of the work we do for our destination!

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MARKETING BIO



Diane Chemali, CTA

Digital Marketing Manager | [Visit Anaheim](#)

Diane Chemali is the Digital Marketing Manager at Visit Anaheim, where she leads the strategy and execution of digital initiatives aimed at increasing web traffic and engagement from leisure travelers and meeting planners. She oversees SEO/SEM, manages the organization's digital savings passes, and optimizes website content based on analytics. Diane collaborates across departments and with external vendors to align digital efforts with Visit Anaheim's broader marketing goals, ensuring a seamless and impactful user experience across all digital touchpoints.

BIO

A seasoned digital marketing professional and proud Anaheim resident. With nearly a decade of experience in tourism and destination marketing, including previous roles as Marketing & Content Manager at Visit Laguna Beach and Special Events at *Disneyland*® Resort. Diane brings a deep understanding of community storytelling, digital engagement, and brand strategy. Her local roots fuel her passion for spotlighting Anaheim's neighborhoods, small businesses, and vibrant culture. A recipient of the California Travel Association's 30 & Under Emerging Leader award, Diane is driven by purpose, creativity, and a love for connecting locals and visitors through unforgettable experiences. Diane holds a B.A. in Communications with an emphasis in Entertainment & Tourism from California State University, Fullerton.

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MARKETING BIO



Lennette Tapia, CATP, CTA

Specialist, Marketing | Visit Anaheim

Lennette supports Visit Anaheim's marketing efforts through a wide range of strategic and creative initiatives. She manages email marketing, coordinates cross-functional projects, and collaborates with internal teams to ensure smooth execution. Her responsibilities include developing and analyzing email marketing campaigns, enhancing SEO strategies, and managing blog content. She also contributes to the creation of marketing promotional giveaways, and provides essential administrative support to keep marketing operations running efficiently.

BIO

With over 2.5 years at Visit Anaheim, Lennette brings a well-rounded background in digital marketing, project management, and data analysis to Visit Anaheim. Her previous experience spans healthcare, e-commerce, and hospitality, where she led initiatives in email marketing, SEO, website management, and content strategy. At Visit Anaheim, she now leverages those experiences to execute targeted email campaigns, manage creative projects, analyze marketing performance, and support cross-functional efforts that elevate Anaheim as a premier travel destination. Her ability to blend creativity with data-driven insights ensures her contributions are both strategic and impactful. She holds a B.S in Business Administration with a focus in Marketing from CSULB.

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MARKETING BIO



Amanda Ellis, CATP, CTA

Coordinator, Marketing | Visit Anaheim

Amanda Ellis serves as Marketing Coordinator at Visit Anaheim, where she provides strategic administrative support to the Sr. Director of Marketing and helps advance initiatives led by the Chief Marketing Officer. She plays a key role in cross-departmental coordination, marketing KPI tracking, project logistics, and ensuring seamless communication across the team.

With a sharp eye for detail and a proactive mindset, Amanda oversees budget tracking, contract processing, and the development of internal performance reports. Her role ensures marketing operations run efficiently and leadership priorities are executed with precision and professionalism.

BIO

Amanda Ellis first joined Visit Anaheim as a Marketing Coordinator prior to the COVID-19 pandemic, where she developed a passion for supporting destination marketing through thoughtful operational and team-focused support. Following a pandemic-related layoff, she briefly transitioned into the legal field, gaining valuable administrative experience as a paralegal before returning to Visit Anaheim.

A Southern California native, Amanda holds a degree in Communication Studies from Cal State Long Beach, graduating with honors. She is also a dedicated volunteer mentor through Big Brothers Big Sisters, reflecting her ongoing commitment to personal connection and community involvement.

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Meet the Communications Team

We are responsible for shaping and sharing the story of Anaheim as a premiere travel and meeting destination. Through a variety of different channels including traditional media, social media, influencers, spokespeople and more, our team builds meaningful relationships with journalists, content creators and industry partners to spotlight Anaheim's world-class attractions, hidden gems, and vibrant community.



Lindsay Swanson

VICE PRESIDENT OF COMMUNICATIONS

Oversees Visit Anaheim's media relations and social media strategy
Reach out to me for: big-picture planning, marketing pain points, opportunities to create co-branded campaigns
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Wesley Kirkpatrick

SOCIAL MEDIA DIRECTOR

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Bre Flores

INTERNATIONAL COMMUNICATIONS MANAGER

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Laura Lanzi

COMMUNICATIONS MANAGER

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