

Screenfire Names Hospitality Industry Veterans Kathleen Kubota and Jennifer Chap to Lead Hospitality Marketing Group

Expanded leadership team brings decades of experience across independent hotels, resorts, destinations, attractions, and global hospitality brands.

LOS ANGELES, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Screenfire today announced that [hospitality marketing](#) veterans Kathleen Kubota and Jennifer Chap have joined the leadership team of the company's Screenfire Hospitality Marketing Group, strengthening the firm's ability to help [independent hotels](#), resorts, hospitality brands, and destinations increase visibility, improve direct bookings, optimize digital performance, and drive sustainable growth.



Jennifer Chap, Kathleen Kubota

The appointments bring together two accomplished hospitality marketers whose collective experience spans independent hotels, luxury resorts, destination marketing organizations, theme parks, attractions, and global travel brands.

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The Screenfire Hospitality Marketing Group helps independent hospitality operators improve performance through strategic consulting, digital marketing, website optimization, search visibility, direct-booking strategy, performance marketing, customer insights, and brand development.

“Independent hotels face a more competitive landscape than ever before,” said Kathleen Kubota, Senior Director of Integrated Marketing for the Screenfire Hospitality Marketing Group. “Guests are discovering and evaluating properties through an increasingly complex mix of search

engines, AI-powered platforms, social channels, review sites, and online travel agencies. Success requires more than good marketing—it requires a coordinated strategy that aligns brand positioning, digital experience, guest acquisition, and business objectives. That’s where we help.”

Kubota brings more than two decades of hospitality and destination marketing experience to Screenfire. She spent more than ten years with the San Diego Tourism Authority, directing brand and digital marketing, large-scale website and platform transformations, and global content strategies. She has also held senior marketing leadership roles with Town and Country Resort, Hotel del Coronado, and Miramonte Resort and Spa.

Kubota has also advised clients across hospitality, real estate, technology, and retail, and is known for aligning brand storytelling with measurable business outcomes. She is a graduate of the University of Southern California’s Marshall School of Business and a Certified Hospitality Digital Marketer through HSMIA.

Jennifer Chap, Senior Brand Strategist for the Screenfire Hospitality Marketing Group, brings experience with some of the world’s most recognized hospitality, entertainment, and destination brands. She spent a decade in executive leadership positions at Universal Orlando Resort, including Vice President of Advertising & Research, Vice President of Strategic Planning & Research for Universal Studios Florida, and Vice President of Marketing for Universal’s Islands of Adventure.

As co-founder of strategic brand marketing practice StrataVerve, Chap has advised hospitality, tourism, and attraction clients including Baha Mar, Sol Katmandu Park & Resort by Meliá, Atlantis Paradise Island, Universal Beijing Resort, Pearl Harbor Aviation Museum, LEGOLAND, the Nassau Paradise Island Promotion Board, Yosemite National Park, and Outward Bound USA.

“Today’s hospitality brands require a deeper understanding of how potential guests discover, evaluate, and ultimately choose destinations and properties,” said Chap. “Whether we’re helping an independent hotel improve its booking conversion rate, reposition its brand, strengthen search visibility, or better understand its target audience, our approach begins with understanding what motivates consumer behavior and translating those insights into business growth.”

“Kathleen and Jennifer bring exactly the kind of leadership and expertise that independent hospitality brands need today,” said Marc Zasada, Managing Director of Screenfire. “Between them, they have worked with world-class hospitality organizations in many capacities, bringing a hands-on, practical understanding of what drives bookings, revenue growth, and long-term brand success.”

“Independent hotels have a real advantage when they know how to tell their story and compete on the strength of their own guest experience,” said Max Porter, Director of Digital Marketing for

Screenfire. "Our job is to help them turn that advantage into visibility, direct demand, stronger booking performance, and growth they can actually measure."

For more information, visit www.screenfire.com/hospitality-group.

About Screenfire

Screenfire is a strategic marketing, communications, and digital performance agency serving clients across hospitality, tourism, professional services, technology, financial services, and related industries. The agency provides integrated services including SEO, performance marketing, website development, content strategy, public relations, analytics, brand strategy, and communications designed to drive growth and brand recognition.

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