Lodge Social Appoints Amy Westerberg as Senior Account Manager

Hospitality marketing agency expands its leadership team as it continues to grow its portfolio of independent hotels, outdoor resorts and luxury properties.

NEW YORK, NY, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- Lodge Social, a digital marketing agency focused on helping independent hospitality brands increase direct bookings and reduce their reliance on third-party booking platforms, today announced the appointment of Amy Westerberg as Senior Account Manager.

In her new role, Westerberg will oversee client relationships and account strategy across Lodge Social's growing portfolio of hospitality brands. She will work closely with the agency's strategy, creative and performance marketing teams to ensure clients receive an integrated approach to building demand, strengthening their brands and converting more travelers into direct bookings.

"Amy brings exactly the kind of leadership we want as Lodge Social enters its next stage of growth," said Scott Quesnell, President of Lodge Social. "Our business is built around becoming a true extension of our clients' teams, not simply another marketing vendor. Amy understands how to build those relationships, take ownership of results and make sure clients feel exceptionally well supported. As we continue adding independent hotels and outdoor hospitality brands to the Lodge Social portfolio, having someone of Amy's caliber leading accounts will be incredibly important."

Westerberg joins Lodge Social as the agency continues to expand its team and refine its focus on the independent hospitality market.

"What attracted me to Lodge Social was the combination of a very clear niche and a team that genuinely cares about the businesses behind the brands," said Amy Westerberg, Senior Account Manager at Lodge Social. "Independent hospitality operators are often competing against much larger companies with significantly bigger resources, and great marketing can have an enormous impact on their businesses. I'm excited to work closely with our clients, understand what makes each property special and help turn that into measurable growth."

Lodge Social specializes in social media, digital advertising, content strategy and direct-booking growth for independent hotels, outdoor resorts and luxury hospitality properties. Rather than

approaching individual marketing channels in isolation, the agency focuses on building integrated systems designed to create awareness, generate demand and ultimately move more bookings through a property's own channels.

The addition of Westerberg represents another step in Lodge Social's broader investment in building a specialized team dedicated exclusively to the hospitality industry.

"We believe there is an enormous opportunity to build the leading growth agency for independent hospitality," Quesnell added. "Doing that starts with hiring exceptional people who understand that our clients are trusting us with an important part of their businesses. Amy embodies the level of ownership, responsiveness and strategic thinking we want Lodge Social to be known for."

About Lodge Social
Lodge Social is a hospitality-focused digital marketing agency helping independent hotels, outdoor resorts and luxury properties build stronger brands and generate more direct bookings. Through social media, content, paid advertising and performance marketing, Lodge Social helps hospitality operators create demand, own their guest relationships and reduce dependence on third-party booking platforms.
For more information, visit getlodgesocial.com

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