# Marriott Vacations Worldwide – Content Engineering Case Study

## Project overview

**Marriott Vacations Worldwide Corporation** (MVW) is a leader in the vacation ownership industry with a global presence. MVW serves more than **700,000 owner families** and operates approximately **120 vacation ownership properties** worldwide[[1]](https://www.marriottvacationsworldwide.com/#:~:text=Marriott%20Vacations%20Worldwide%20is%20a,and%20customers%20around%20the%20globe). Its exchange network spans over **90 countries** and more than **3,200 properties**, supporting **1.6 million exchange members**[[2]](https://www.marriottvacationsworldwide.com/#:~:text=90%C2%A0%2B). MVW employs more than **22,000 associates** and strives to create immersive vacation experiences while maintaining long‑lasting relationships with customers[[3]](https://www.marriottvacationsworldwide.com/#:~:text=Global%20Presence). The Marriott Vacation Club brand alone comprises more than **60 resorts** and **13,000 villas** across the U.S., Caribbean, Europe, Asia and Australia[[4]](https://www.marriottvacationsworldwide.com/#:~:text=Marriott%20Vacation%20Club%C2%AE).

As a **Senior Content Engineer/Manager** at Marriott Vacations Worldwide (April 2025 – present), I am responsible for ensuring that digital content across a complex portfolio of consumer‑facing sites remains accurate, engaging and on‑brand. My work involves coordinating updates to marketing pages, owner portals and regional microsites for multiple brands, including **Marriott Vacation Club**, **Hyatt Vacation Club**, **Sheraton Vacation Club**, **Westin Vacation Club** and other MVW businesses[[5]](https://www.marriottvacationsworldwide.com/#:~:text=BRANDS%20%26%20BUSINESSES).

## Key platforms and domains

MVW’s digital ecosystem includes numerous domains and subdomains. These can be grouped into three broad categories:

| Category | Example domains | Description |
| --- | --- | --- |
| **Main domains & global sites** | marriottvacationclub.com, marriottvacationclub.com.au, .eu, .asia, .me, marriottvacationclubs.com (plural), marriottvacationsworldwide.com | Core corporate and brand sites that provide general information about vacation ownership programs, resort listings, owner portals and corporate details. These sites target a global audience and often require localization and region‑specific content. |
| **Marketing & experience platforms** | getaways.marriottvacationclubs.com, offers.marriottvacationclub.com, tools.marriottvacationclub.com, insider.marriottvacationclub.com, ownerservices.marriottvacationclub.com, preview.marriottvacationclub.com | Campaign sites and owner experiences delivering promotions, special offers, self‑service tools and personalized content for owners and prospects. Content updates are frequent and often coordinated with marketing campaigns. |
| **Regional & specialized extensions** | destinationescapes.tmvcs.com, hyattvacationclub.com, brightcove.mvc.com, clean.vacationclub.com, mvw-offers.marriottvacationclub.com, brands.mvcs.com, docs.marriottvacations.com | Regional microsites (e.g., Destination Escapes), brand‑specific domains (Hyatt Vacation Club), video and media servers (Brightcove), compliance/clean sites and branded documentation portals. These require bespoke content and adherence to regional regulatory requirements. |

## Technology stack

* **Content management systems:** Most primary domains run on **WordPress**, while several international and regional sites use **Jahia** as a digital‑experience platform. My team manages content via headless CMS integrations and ensures consistent components across platforms.
* **Version control & deployment:** Content updates and code changes are tracked through **Bitbucket** repositories. We leverage CI/CD pipelines to deploy updates across staging and production environments, ensuring minimal downtime.
* **Design systems:** A scalable design system ensures that components and styles remain consistent across brands and regions. I collaborate with design and engineering teams to maintain and expand this system.
* **Analytics & SEO:** We monitor performance using Google Analytics (GA4), Tag Manager and other marketing tools. Ensuring pages are optimized for search and meet accessibility standards is an integral part of our process.

## My role & contributions

As Senior Content Engineer/Manager, my responsibilities include:

* **Content updates and governance.** I oversee daily content changes across WordPress and Jahia sites, ensuring that copy, images and multimedia assets are up‑to‑date and aligned with brand guidelines. This includes coordinating localized content for global domains and specialized microsites.
* **Version control & workflow management.** All code and configuration updates are managed in Bitbucket. I facilitate pull requests, code reviews and CI/CD workflows to ensure safe, reliable deployments.
* **Cross‑functional collaboration.** I collaborate with marketing, legal, IT and translation teams to plan content releases, manage compliance requirements and coordinate global campaigns. My leadership helps align stakeholders around unified timelines and goals.

## Final Notes

This case study highlights my role in maintaining and evolving Marriott Vacations Worldwide’s digital ecosystem. It does not expose proprietary code or internal systems but provides context on the scope of work, technology stack and responsibilities.

## Citations

[[1]](https://www.marriottvacationsworldwide.com/#:~:text=Marriott%20Vacations%20Worldwide%20is%20a,and%20customers%20around%20the%20globe) [[2]](https://www.marriottvacationsworldwide.com/#:~:text=90%C2%A0%2B) [[3]](https://www.marriottvacationsworldwide.com/#:~:text=Global%20Presence) [[4]](https://www.marriottvacationsworldwide.com/#:~:text=Marriott%20Vacation%20Club%C2%AE) [[5]](https://www.marriottvacationsworldwide.com/#:~:text=BRANDS%20%26%20BUSINESSES) Home - Marriott Vacations Worldwide

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