

CHRISTOPHER SHANAHAN

SENIOR MARKETING LEADER

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SUMMARY

Senior marketing leader with 18+ years of international experience across luxury, travel, real estate and yachting. Design-trained and commercially focused, with expertise spanning brand strategy, customer acquisition, CRM, digital, content, performance media and experiential marketing. Proven experience building marketing functions, translating global strategy into local market execution and leading integrated campaigns across Europe, the Caribbean and North America. Combines creative direction with commercial discipline, stakeholder leadership and measurable growth.

WORK EXPERIENCE

BARNES INTERNATIONAL / BARNES YACHTING

August, 2021 – Present

Marketing Specialist → Global Head → Director of Marketing

- Built and led an international marketing function spanning brand, CRM, demand generation, digital, content and experiential marketing across Europe, the Caribbean, Miami and New York.
- Delivered +250% growth in property and yacht sales and +17% customer acquisition through integrated marketing and commercial programmes.
- Architected a bespoke CRM and digital marketing hub and led campaigns across paid media, social, digital, print and content.
- Directed international launches, sponsorships and client activations in Cannes, Monaco and St. Barths, coordinating agencies, creatives, media partners and senior stakeholders.

CHOISE DESIGN

August, 2020 – Present

Creative Director & Founder

- Independent brand and marketing consultancy supporting international luxury, travel and lifestyle clients.
- Develop brand positioning, go-to-market strategies, marketing systems, campaign plans and creative execution for founders and leadership teams.
- Delivered +40% social engagement while integrating AI and automation into campaign delivery, content and reporting.

BECTIVE - now DRUCE

May, 2010 – July 2020

Head of Marketing

- Led brand, digital, creative and experiential marketing across six London offices and built and developed an in-house marketing team.
- Achieved 97% client satisfaction while delivering integrated campaigns across web, content, property marketing, advertising and local market activation.
- Directed high-profile brand campaigns including a six-month London taxi takeover and managed marketing through a decade of rapid change in the London property sector.

EDUCATION

Mini MBA in Marketing

- Marketing Week / Mark Ritson - 2026

BTech, Graphic Design

- Tshwane University of Technology, South Africa - 2003–2007
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PROJECTS

International Experiential & Brand Activations

- Led international launches, private client events, sponsorships and partner activations across Cannes Yachting Festival, Monaco Yacht Show, Saint-Tropez and St. Barths.
- Managed VIP guest journeys, on-site content production and multi-agency delivery for premium and UHNW audiences.

CRM, Customer Acquisition & Growth

- Connected CRM, segmentation, acquisition, demand generation and KPI/ROI reporting across integrated paid, owned and earned campaigns.
- Delivered +250% sales growth and +17% customer acquisition, combining brand-building with measurable commercial performance.

Creative Direction & Brand Experience

- Directed brand positioning, design, photography, video, social, print and experiential creative for premium international audiences.
 - Design-trained with hands-on expertise in typography, visual storytelling, photography, video and executive presentations.
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SKILLS

- **Strategy & Growth:** International GTM, Marketing Strategy, Brand Strategy, Customer Acquisition, Demand Generation, Market Positioning, KPI/ROI
 - **Digital & CRM:** CRM/MarTech, HubSpot, Google Analytics, SEO/SEM, Performance Media, Marketing Automation, CMS, AI
 - **Brand & Creative:** Creative Direction, Content Strategy, Adobe Creative Suite, Affinity, Canva, Photography, Video, Typography, Visual Storytelling
 - **Leadership & Delivery:** Team Building, Senior Stakeholder Management, Agency & Vendor Leadership, Budget Management, Cross-Border Collaboration, Campaign Delivery
 - **Experiential & Communications:** Events, Sponsorships, Brand Activations, Social Media, Print, Partnerships, Executive Presentations, VIP Client Experiences
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I build brands people want to experience - combining strategy, creativity and commercial thinking to turn ambitious ideas into measurable growth.

Let's connect: chris@choisedesign.com