

CAROLINE NAVARRO

Guest Experience & Events Manager · Luxury Hospitality

Lisbon, Portugal · caroline@carolinenavarroartist.com · +356 7925 6445

PROFESSIONAL PROFILE

A multilingual guest experience and events professional with twenty years building premium brand environments, curated cultural programming, and high-touch hospitality across luxury maritime, hotel, and arts venues. Based in Lisbon with an international career spanning Malta, the Balearics & Sydney. My approach centres on the full guest journey from first impression to lasting memory designing event sequences, cultural activations, and immersive experiences that express a venue's identity with precision and warmth. I bring together five-star operational instinct, creative vision, and genuine cultural intelligence, informed by a long-standing practice as a visual artist and a co-founded arts community active across Lisbon's most distinctive venues.

CORE COMPETENCIES

Guest Journey Design · Experiential Event Production · Cultural Programming
Luxury Client & VIP Relations · Venue & Partner Activation · Community Building
Multilingual Communications · Brand Storytelling · Press & Media Relations

PROFESSIONAL EXPERIENCE

Creative Director & Experiences — Creative Concepts Community & Quinta Poial Azeitao

Lisbon January 2025 – Present

Co-founder, Creative Concepts Community is an ongoing cultural initiative bringing together 100 artists, creatives, and cultural practitioners for immersive, multi-disciplinary experiences across Lisbon's most compelling independent venues.

- Curate and produce monthly and bi-monthly events spanning live performance, visual art, music, and installation designed and led by artists for artists.
- Each edition takes place in a different Lisbon venue, with past locations including Safra LX Studio, Casa Oliver Hotel, and Atira-te ao Rio building a rotating map of the city's creative infrastructure.
- Quinta Poial an educational eco farm where a variety of programs, events & experiences such as corporate retreats, children's camps, artisan works & immersive rural experiences will take place.

Marketing Strategy & Guest Experience Consultant

Cascais Marina · La Bella Verde · Sovren Ibiza Marina · Sea Logical 2018 – Present

Bespoke consultancy to premium marine and lifestyle brands across Portugal and Spain, with a focus on guest experience strategy, brand positioning, and event-led marketing.

- Devised the guest arrival and super yacht client journey for Cascais Marina, identifying touch points, partnership activations, and experiential moments to elevate the premium proposition.
- Led charter guest experience strategy for La Bella Verde, a Lisbon eco catamaran, developing content and on-board hospitality frameworks that grew enquiry volume in a competitive leisure market.
- Advised Sovren Ibiza Marina on building a winter super yacht destination experience for 60m+ vessels, developing a guest engagement roadmap spanning press, partnerships, and HNWI client events.
- Managed PR and guest experience for the Ibiza Gold Cup sailing event, coordinating media, sponsors, and participant hospitality to deliver a seamless premium occasion.

Sales & Marketing Manager — Guest Experience & Events

Camper & Nicholson's International Marinas · Grand Harbour Marina, Malta Feb 2013 – April 2018

Senior commercial and guest experience lead for one of the Mediterranean's most prestigious superyacht marinas, overseeing all events, hospitality programming, VIP relations, and international representation.

- Conceived and led the award-winning Crew Perks & Parties programme; a B2B lifestyle and loyalty experience for captains and crew subsequently adopted by Port Louis Marina, Grenada.
- Produced high-profile events including the annual Trophée Bailli de Suffren prize-giving (GHM principal sponsor, 2013–2017) and maxi yacht hospitality for the Rolex Middle Sea Race.
- Managed the full guest journey for super yacht visits up to 135m from advance liaison and berth arrival to onshore experience curation and owner/guest entertainment.

- Represented the marina at international boat shows including Monaco Med Collection, MYBA, Palma, and Miami, building relationships with brokers, agents, and HNWI clients across Europe and the Americas.
- Led international media presence through press articles in Wavelength (CNMI), Islander Magazine Mallorca, and Skipper Magazine; conducted TV interviews on French and German television.
- Spearheaded partnerships with Sunseeker, Royal Malta Yacht Club, Pantaenius, and luxury brand sponsors to enrich the marina's premium guest experience.

Gallery Director & Founder — Space Contemporary - *Hilton Hotel Malta*

Founded and directed a contemporary art gallery embedded within a five-star hotel environment curating exhibitions, managing artist relationships, and developing a collector and corporate client programme directly analogous to cultural guest experience in luxury hospitality.

Teacher of English as a Foreign Language followed by Director of Studies

EF International Language Schools — Malta & Barcelona

Managed academic programming and multicultural, guest-facing operations at an international language school, building cross-cultural communication and team leadership skills.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **MA** Master of Arts in Tourism — University of Malta, Institute of Tourism, Travel and Culture (2010–2012). Thesis on yacht racing as experiential tourism; published in Emerald International Journal of Events & Festival Management.
- **HD** Higher Diploma in Tourism Management — Malta Tourism Authority (2012)
- **BFA** Bachelor in Fine Arts National Art School Sydney Australia (1996 - 2000)
- **Dip** Diploma in Artistic Cultural Management — Heritage Malta Foundation, Valletta (2002–2004)
- **ADVANCE** Programme — Developing Leaders for Change & Innovation in Tourism

ARTS & CULTURAL PROFILE www.carolinenavarroartist.com

Gallery-represented visual artist with international exhibition history spanning the United Nations (New York), Royal Commonwealth Society (London), Montmartre Town Hall (Paris), Harrods, and Pescara Contemporary Art Museum (Italy). Active member of Sociedade de Belas Artes (SNBA) Lisbon.

Weekly Atelier Experimental session at SNBA & Life drawing session at Galerie Monumental. Create & lead workshops on wearable art form such as kimonos & headpieces. NeuroAesthetica, an Ai project and the contemplative principles of Japanese brushstroke to explore the neuroscience of creativity.

LANGUAGES

English (mother tongue) · **Italian** (fluent) · **Maltese** (fluent) · **French** (conversational) · **Spanish** (conversational) · **Portuguese** (basic)

ADDITIONAL

RYA Day Skipper Certificate · STCW95 · ENG1 Maritime Medical · St John's Ambulance Medical Certificate

Over three years completed the Atlantic Rally for Cruisers, a full Caribbean season, and the World ARC aboard a 70ft sailing yacht deepening international perspective and first-hand understanding of high-end experiential travel.

Current driving licence and own vehicle. Based in Lisbon; available immediately.