

# Esther Barney

I am a passionate marketing specialist and content creator, with substantial experience in luxury travel and superyachting.



## Founder & Director, Coconut Creative

*Marketing consultancy specialising in the luxury yachting sector*  
2014 - present

**Clients** // Superyacht brokerage and management companies, builders and designers, technical service providers and crew service providers.

**Project management** // Branding; website development and management; media strategy planning and management; corporate brochures, books and printed promotional materials; event planning and execution.

**Content creation** // Corporate magazines and brochures (writing, commissioning, sub editing and proofreading); blogs and news; online destination guides; press releases; articles for leading industry publications and websites; social media support.

## European Editor, Ocean

*Australia-based yachting and lifestyle magazine, published bimonthly*  
2016 - 2018

**Writing - print and online** // Features, news and interviews, covering a range of topics from yacht design and market analysis to business-related interviews and personal profiles.

**Sub editing and proofreading** // Working with the production and editorial teams in Sydney.

## Sales & Marketing Manager, Over Yonder Cay

*Private island available to rent in the Exumas, Bahamas*  
2012 - 2014

**Business development** // Working with the operations team and family office to take this newly developed private island resort to market. Building a network of luxury travel agents to promote the island as a destination for their clients. Organising fam trips to the island for press and agents, as well as tours for prospective clients. Managing enquiries for island rental as the first point of contact, and maintaining relationships with the growing client base.

**Marketing** // Planning media strategy, managing media budget and attending exclusive luxury events. Producing the island's promotional materials including brochure, film, website and articles for luxury media.

## Editor, The Superyacht Group

*Media company in the superyacht sector working in print, online and events*  
2006 - 2012

**US Editor** // Based in New York, writing on all topics relating to US yachting business and ownership for the company's four titles. Attending events around the world, building an extensive network of contacts within the luxury yacht industry.

**Editor - The Crew Report** // Managing the editorial process and team for this lifestyle magazine and website for superyacht crew.

[estherbarney@me.com](mailto:estherbarney@me.com) // 07494 899 411



## **BSc Natural Sciences**

Durham University (2003 - 2006)  
*Biology, Anthropology and Psychology*

## **Certificate of Higher Education in Journalism**

Birkbeck College, University of London (2009 - 2011)

## **Copy Editing & Proofreading**

London School of Publishing (2008)  
*Distinction*



Cycling  
Skiing  
Hiking  
Cooking