

CAROL MCFARLANE
Executive General Manager Marketing
The Reef Hotel Casino

As a passionate and driven communications, marketing and PR professional, Carol has extensive experience in the areas of Tourism & Hospitality, Media and Education. Originally from Scotland, Carol migrated to Australia in the mid 1980's and is proud to call herself a Queenslander, having lived in the beautiful city of Cairns since 1991.

Carol has been in the role of Executive Manager Marketing at The Reef Hotel Casino in Cairns for over 8 years, responsible for all aspects of marketing the complex including gaming, loyalty program, entertainment, restaurants and bars, sponsorship, media & PR and commercial tenant liaison.

Carol has previously held roles as Director of Gateway Media Group, a publishing house and advertising agency, and Marketing and PR Manager of FNQTAFE. She is also a proud member of the tourism organisation Skål International.

