



## CHRISTINA M. LAGO

### DIRECTOR OF MARKETING

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Christina Lago is the Director of Marketing at Shutts & Bowen LLP, where she leads the firm's strategic marketing function with a focus on brand positioning, client engagement, and market visibility. In this role, Christina is responsible for shaping and executing marketing initiatives that elevate the firm's profile across key industries, practices, and locations.

Christina oversees the firm's core marketing, including brand strategy, digital marketing, content development, communications, and thought leadership. She works closely with firm leadership and practice groups to translate business priorities into cohesive marketing campaigns that reinforce the firm's reputation and support long-term growth.

Christina also guides the firm's external communications, including website strategy, social media presence, rankings submissions, and media relations. Prior to joining Shutts, Christina worked in the nonprofit sector, where she implemented innovative programs that enhanced brand recognition and client experience.

### Education

- University of Florida, B.S., Journalism, *cum laude*, April 2011

### Languages

Spanish

### Professional and Civic

- Member, Legal Marketing Association, 2015-present
  - Chair, South Florida Local Steering Committee, 2021-2022