

Imogen Rowlinson

CONTACT

hello@imystudio.co.uk

REFERENCE

Reference available upon request

A full-stack marketer with a strong creative focus and a genuine love for the full breadth of marketing. I enjoy design, print and content creation, while valuing every element of the discipline — from copywriting, email and storytelling through to analytics, research and performance. I understand how each area informs the next, and enjoy working end-to-end to create considered, effective marketing that is both visually strong and commercially grounded.

EXPERIENCE

Senior Marketing Executive @ Balfour Winery
April 2025 - Present

- Lead end-to-end marketing across email, social, influencer marketing, Meta ads, press, trade, partnerships and in-house channels, balancing e-commerce growth and events/tourism marketing.
- Drive online shop performance through campaigns, content, promotions and customer journeys to increase direct-to-consumer sales.
- Deliver event, hospitality and tourism marketing for the winery and restaurant, including on-site campaigns that increase footfall and bookings.
- Own all brand design and creative output, spanning emails, POS, trade materials, activations, wine labels and video content.
- Work closely with sales and hospitality teams to support trade, partners and commercial accounts, ensuring a consistent brand experience across digital and physical touchpoints.

Marketing Assistant @ The Acre Group
March 2024 - February 2025

- Delivered marketing across multiple hospitality brands, covering social, email, paid ads, print and websites.
- Supported branding, design, analytics and research for new business ventures.

Social & Influencer Intern @ Happy Yolk
January 2024 - March 2024

- Supported agency campaigns through content creation, influencer outreach and pitch decks.
- Assisted with social filming, concept development and research.

QUALIFICATIONS

University of Sussex
2020-2023

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BSc (Hons) Marketing & Management with Psychology

Cranbrook Grammar School
2017 - 2019

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AS Psychology
A-Level Biology
A-Level Business
A-Level Philosophy & Ethics

Invicta Grammar School
2012 - 2017

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11 GCSEs

SKILLS

Branding

Copywriting

Community management

Design:
Canva
Figma
Adobe Illustrator & InDesign
Web design

E-commerce

Email marketing: Mailchimp & Airship

Event marketing

Influencer marketing

Paid ads

Print marketing

Research, trends & analytics

SEO

Social media marketing