



# JEMMA ROWLSTON

## Creative Producer Theatre. Film. Events

Marrying my expertise in marketing and creative producing, I create, coordinate and drive sell out live events, theatre shows and filmed productions. Through collaboration, innovation and passion I use my eye for detail and mind for the big picture to bring ideas, brands and stories to life.

### Current Role

**Digital Content Manager & Event Maker - Freelance**

### Previously

**Digital Programme Transformation Manager - JW3**

Lead JW3 on a journey of transformation in understanding of, practice with and innovation in digital programming.

- ∞ Teach the programming team the fundamentals of Digital
- ∞ Overhaul and oversee all procedure, policy and licenses
- ∞ Support the programmers in programming and utilising digital within the wider programme
- ∞ Lead on Digital strategy and business making, and advise on relevant wider company strategy.
- ∞ Create, lead and pioneer in digital first programming and events

### Key Skills

- Producing:** Coordination, Management, Delivery
- Marketing:** Press, Strategy, Social, CRM, Sales
- Content:** Written, Videography, Design, Photography, Live
- Management:** People, Projects, Strategy

### Highlights

- ∞ Founder & Company Director of OFitD
- ∞ Writing & editing "Umbuso" (2022)
- ∞ Interviewing Toyah, Howard Jones & more
- ∞ Sold out London & Edinburgh Fringe shows
- ∞ 253% uplift in sales for partnered brand ('Jones': An Immersive Show', 2018)
- ∞ Bringing back the Flying Scotsman, & pioneering Lates Events at the NRM (Flying Scotsman Season, 2015)

### Business Card



[jemrowlston6.wix.com/  
portfolio](http://jemrowlston6.wix.com/portfolio)



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LONDON / YORK



## Experience

- 2012-** **Co-Founder + Creative Producer - OFitD Productions**  
*Driving, coordinating & overseeing all projects & business producing theatre, film, events & other productions. Including Producer, Writer, Director, Content Creator, Host, Performer & More*
- 2021-** **Head of Virtual Fringe + Head of Marketing - PBH Free Fringe**  
*Establishing, producing, programming & coordinating all activity for the PBH Virtual Fringe & PBH's marketing.*
- 2019-** **Producer, Writer, Performer - "Happiness Anonymous", OFitD**  
*Creating, producing & promoting a one woman comedy-drama theatre show designed fringe touring.*
- 2022** **Writer, Editing Consultant - "Umbuso", DSTV**  
*Writer on Episode 4 of new TV show on DSTV network. Providing editorial notes on full season scripts.*
- 2019-21** **Digital Content Creator - Cherry Red Records**  
*Create marketing assets, engaging films, interviews, music and lyric videos, and form audience engagements strategy and campaigns with artists.*
- 2019** **Associate Producer & Production Coordinator - "This is London" (TV), London TV Productions**  
*Forging a new international show in the British market, ensuring revenue, team coordination & liaising with multiple international crews. Included lead generation, team management & contract negotiation.*
- 2018** **Producer, Writer, Director - "Jones' : Immersive Show", OFitD**  
*Wrote, directed, produced and promoted a three handed immersive theatre show with product integration playing in an underground bar.*  
∞ Partnered with Hudson Whiskey (creating 60% uplift in local sales) and Tanqueray Gin (creating a 253% uplift in local sales).
- 2017-18** **Sales, Marketing & Events Coordinator - The Brewers Inn/Young's PLC**  
*Creating, coordinating & delivering all marketing, social media, communications, & events & lead generation.*
- 2017** **Script Supervisor (Daily), Runner (Season) - "Trollied" (TV), RoughcutTV, Sky**
- 2016-17** **Movement Director - Aspect Opera**
- 2015-17** **Public Programme Support Assistant - National Railway Museum**  
*Supporting four teams in the delivery of all public facing learning, events, exhibitions and design, & implementing CRM systems museum wide.*  
∞ Pioneered Lates Events at the NRM for the historic Flying Scotsman Returns season, achieving a 200% increase to projected attendance.  
∞ Single-handedly developed a varied supporting events programme for the Ambulance Trains exhibition including talks, film screenings & more.
- 2016** **Producer, Director - "Cats and Dogs Give the Best Advice, OFitD**  
*Produced & directed sell out (Edinburgh Fringe) six handed dark comedy puppet theatre show resulting from an Artist Development programme I led.*
- 2015** **Project Liaising Producer - "TakeOver Festival", York Theatre Royal/NRM**  
*Mediated two organisations' cultures and methods to produce and deliver a multi-arts festival produced by young people, hosted at the NRM.*

For more visit [jemrowlston6.wix.com/portfolio](http://jemrowlston6.wix.com/portfolio)

## Education

2011-2014

BA(Hons) Drama & Theatre Studies,  
2:1, University of Wales, Aberystwyth

2009-2011

A-Level Media Studies (A\*), Drama  
(A), English Literature (B). AS-Level  
Psychology (B), Critical Thinking (B).  
Gordano Sixth Form, Bristol

## Qualifications

Alcohol Licensing, Food Hygiene  
Certificate Health & Safety  
Adherence, Risk Assessment Training,  
Fire Safety Contractor Management,  
Advanced Asbestos Awareness, AED  
& CPR First Aid, ISTD Tap Grade 7,  
RAD Ballet Intermediate & Grade 7.  
European Computer Driver's License  
Foundation

## Internships

2011

Intern, Writer (Ep 706) & Story Liner  
(Season 7) - "Zone 14" (TV),  
BombShelter, SABC

2017

Runner, Cover Script Supervisor,  
Trainee (Cross Department) -  
"Trollied" (TV), RoughcutTV, Sky

## Technical

OS: Windows, Mac OS  
Database: Spektrix, Tessitura,  
HubSpot  
Editing: Final Cut Pro, Premiere Pro,  
Sony Vegas, Da Vinci Resolve, Adobe

DBS Checked  
Full Clean Driver's License