



Daniel Rowe

CONTACT

- 42 Brendon Court, Taunton, Somerset TA1 2DR
- 07462897104
- danrowe2011@live.co.uk

SKILLS

- High-level creative thinking
- Content strategy & production
- Audience and market adaptability
- Strong written communication
- Detail-focused review and analysis

PROFESSIONAL SUMMARY

Content creator and marketer with experience delivering results through content across social, email, PR, websites, and video. I serve real business goals with creative ideas and clear, engaging campaigns. Alongside creativity and content production, I bring strong technical ability and confident use of modern marketing platforms, IT software, and AI tools.

WORK HISTORY

Internal Content Manager 09/2024 - current
Purplex Marketing

- Promoted to managerial role within 13 months**, from Content Writer to Internal Content Manager - bypassing standard progression routes, to work directly within The Ascot Group. Contributed to content direction, business strategy, and campaign planning across Purplex Marketing, Insight Data, and personal brands of senior leadership.
- Created and delivered content across video scripts, blogs, long-form articles, web pages, press releases, thought-leadership columns, email campaigns, and social media - supporting PR, SEO, and social media for clients across construction, fenestration, and manufacturing.
- Contributed to national award-winning campaigns, including Fabricator of the Year, through strategic content and PR.
- Planned, wrote, and structured targeted email marketing campaigns with defined sales funnels, balancing educational content, valuable messaging, and CTAs to drive engagement and lead generation.

Head of Media 07/2025 - current
Bridgwater United

- Rebuilt the club's media output across all platforms, bringing social media up to a professional standard and significantly increasing engagement
- Planned and delivered consistent content across match days and throughout the week to improve visibility and fan connection
- Produced video highlight packages, match day graphics, match reports, interviews, and training montages
- Worked closely with the club owner and senior leadership on brand direction, tone of voice, and identity

Assistant Head of Media 07/2023 - 07/2027
Taunton Town F.C.

- Began as a live matchday reporter, providing real-time social media updates.
- Progressed to assistant head and lead videographer, filming matches with multi-camera setups and editing dynamic highlight packages for YouTube and social media.
- Contributed to the club's digital strategy, helping create engaging and viral content.
- Applied a broad skillset across writing, social media management, video production, and technical filming.

EDUCATION

Bachelor of Arts: Creative and Professional Writing 2:1, 06/2024
University of the West of England - Bristol

Diploma of Higher Education: Distinction - Business Studies, 2018
Richard Huish College - Taunton

GCSEs

Heathfield Community School - Taunton
Mathematics - **A** English - **A** Science - **A/A** Geography - **B** Religious Studies - **B** Performing Arts - **Merit** Catering - **C**

REFERENCES

Charley Roberts
Head of Content and Social Media at Purplex Marketing
charlotte.roberts@purplexmarketing.com

Melody Winstanley
Founder of StarBubs
07474 877494