



3

Months
Full internship duration

3

Departments
digital - social- events

100+

Tasks
Deliveres across all areas

ABOUT THE ROLE

As a Marketing Intern at Rove London, a curated luxury retail concept in the heart of London, I supported the marketing team across digital communications, social media strategy, and live event coordination.

This experience deepened my understanding of how luxury brands communicate with intention, build community, and create immersive customer moments.



WHAT I DID

A breakdown of my core contributions across three areas of the business.

01 DIGITAL MARKETING

Supporting the brand's digital presence through strategic content and campaign delivery.

- Assisted with the creation and scheduling of email marketing campaigns
- Updated and maintained website product pages and landing content
- Conducted competitor research and benchmarking to inform digital strategy
- Tracked and reported on digital performance metrics
- Maintained professional brand tone across all digital touchpoints

02 Influencer gifting & creative visual production

Managing day-to-day social media operations and contributing to content creation across platforms.

- Planned and scheduled social media content across Instagram and key platforms
- Created and sourced visual assets aligned with the Rove London aesthetic
- Monitored community engagement – responding to comments, DMs and brand mentions
- Researched trending content formats and hashtags in the luxury lifestyle space
- Supported influencer gifting initiatives by coordinating outreach, packaging and follow-up



03 Event organisation

Contributing to the end-to-end delivery of brand events and activations in-store and beyond.

- Supported logistics and coordination of in-store events from planning through to execution
- Communicated with VIP customers and stakeholders to manage invitations and attendance
- Assisted with event promotion across social media and email channels
- Coordinated vendor and supplier relationships for seamless event delivery
- Gathered post-event feedback and contributed to internal wrap-up reports

Shopping for news seasons



Gift bags for events

Events for new collections



333 Portobello Rd, London W10 5SA

Invitation to events