

Rebecca Maxwell

Marketing Portfolio

Taster

Backstairs Billy

Director & Scriptwriter

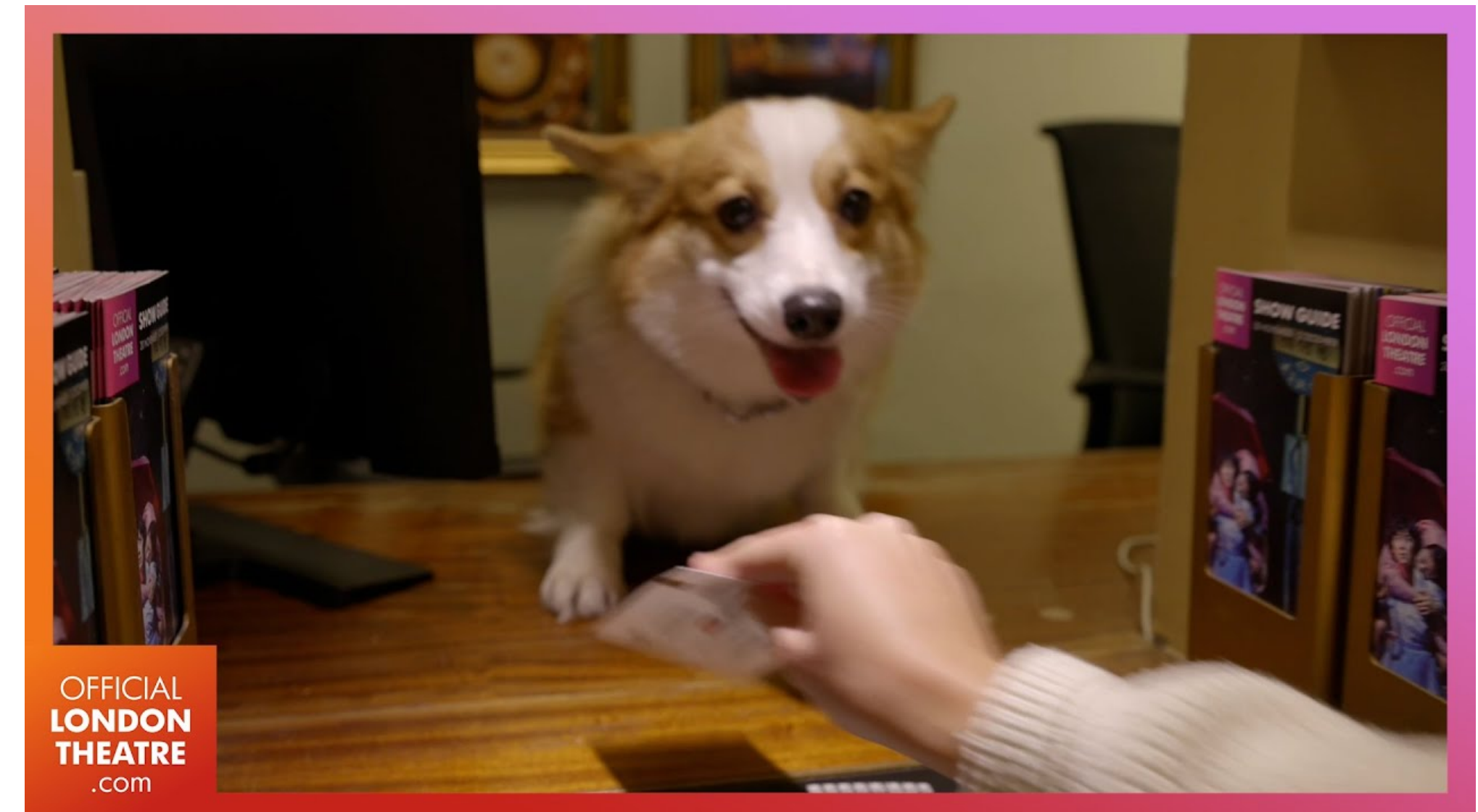
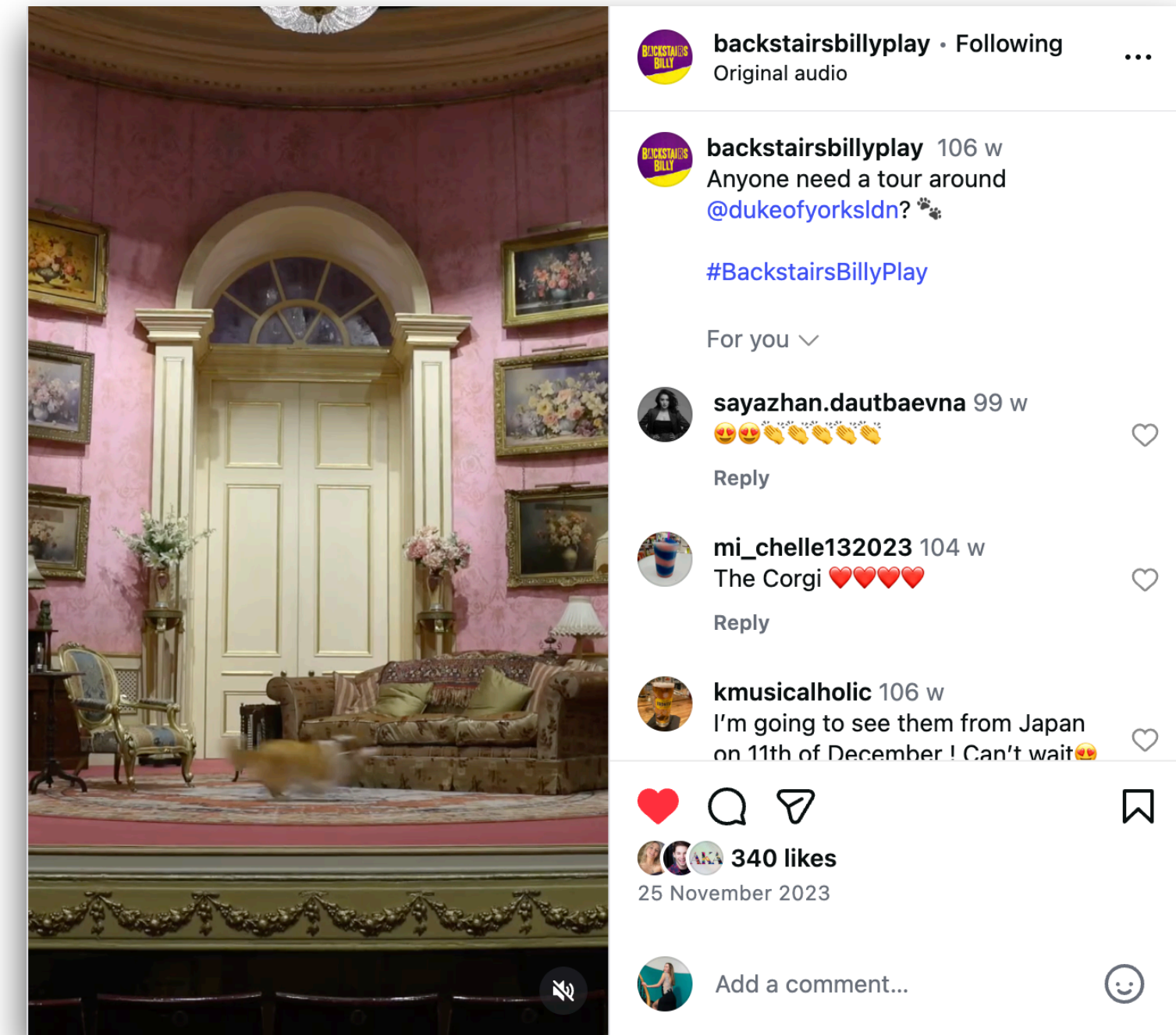
Over the course of three days, I put together a shot list, hired a videographer and directed two videos to capture both the essence of this new West End play as well as the wonder of live theatre through the POV of a Corgi – one **designed for reels** and one for **long-form YouTube**.

These videos then inspired a series of Corgi assets that we used across both organic platforms in addition to our digital marketing funnels and became one of the top performing assets across the campaign.

The result was highly shareable, emotionally resonant content that drove ticket sales and word of mouth buzz.

References

- Instagram: <https://www.instagram.com/p/CoFXkf4PgbO/>
- YouTube: https://www.youtube.com/watch?v=eQUTC5-_Qfk



The Comedy of Errors

Paid Social Strategy, Content Creation & Copywriting

The goal here was to translate the comedy of the show back from *stage* to *page* (or at least the digital page of Meta) vis-a-vis comedic copy and striking visuals. Sometimes all you want to see is the classic Shakespearean trope of crazy identity swapping wrapped up head to toe in Elizabethan dress – well here you have it.

The right audience targeting is also crucial in any Meta campaign so we went with some safe bets including those comedy TV & film loving people, Shakespeare regulars and our retargeting CRM but wanted to use the versatility of the title to nurture audiences that may not always engage with the Globe.

This included U35s and musical theatre fanatics, the latter of which ended up being our best performing.

Shakespeare's Globe
Sponsored · 🌐

It's giving mistaken identities, it's giving ★★★★★ slapstick humour, but more importantly it's giving last chance! The Comedy of Errors closes this month 🙄

THE COMEDY OF ERRORS

shakespearesglobe.com
Tickets from £5
Until 27 October

Book now

29 4 comments 1 share

Like Comment Share

Shakespeare's Globe
Sponsored · 🌐

Mix up some identities, add a dash of slapstick, and shake vigorously with Shakespearean wit. The result? A ★★★★★ 'raucously entertaining' (Culture Whisper) night out in the Globe. Don't miss it!

The Comedy of Errors
Until 27 October

Like

THE COMEDY OF ERRORS

Still got The Comedy of Errors on your mind?

If you're looking for a Shakespeare comedy 'full of wit and pizzazz' ★★★★★ (The Guardian), look no further – [The Comedy of Errors](#) has a seat with your name on it.

Don't miss out on this slapstick masterpiece brought to you by the same creatives who gave you **Much Ado About Nothing**. From sun-drenched Italy to the rough and ready London docks, directing duo Sean Holmes and Naeem Hayat are delighted to have brought you not one, but two ★★★★★ comedies this summer at the Globe.

Book now and enjoy some hilarious Shakespearean hijinks!

21 August – 27 October | Tickets from £5

TINA Turner Musical

Email Writer & Partnerships Activator

TINA - The Tina Turner Musical had been running in the West End for almost 7 years - but how do you maintain the excitement of a production when people have already seen it?

Our email marketing campaign was a crucial outlet to share updates on the show and keep it on the map by channeling into our most responsive audiences.

Using click through and open rate data, we were able to determine the kind of content audiences were interested in and continue to cater to them in order to capitalise on the buzz TINA started when it first launched back in 2018.



“A POWERFUL TALE THAT’S SIMPLY THE BEST! ”

Daily Mail

TINA Christmas Vouchers

Give the gift of TINA - The Tina Turner Musical this Christmas!

Make your TINA tickets even more special over the festive season, by sharing our exclusive TINA gift certificate with your loved ones.

Download the free gift certificate by clicking on the link below.

[DOWNLOAD GIFT VOUCHER](#)

TINA visits the DIVA Exhibition

To celebrate the Queen of Rock ‘n’ Roll, the V&A invited Elesha Paul-Moses who plays Tina to talk about Tina Turner’s inspiring story.

Tina’s ‘Flame dress’ was designed by long-time friend and collaborator Bob Mackie, who created many looks over her career. These costumes had showstopping glamour that could only match her iconic stage presence.

You can view the full video by heading over to our [Instagram Channel](#).



TINA is Proud to Support Black Owned Businesses

Born during Black History Month, TINA - The Tina Turner Musical’s year-round initiative supports local Black-owned businesses. If you own a business or would like to tell us about one in your community, [fill out the form](#) on our website.

This month, TINA is proud to support [Esther Austin Global](#), which is a 5 time award winning multi-level creative PR platform that supports clients to get their voices heard. Their platform features interviews from various disciplines, predominantly from the Music and Entertainment Industry, whose stories capture the heart and soul of artists.

The brand also works with young upcoming artists and entrepreneurs to give them a voice. It is also a place where generations can therefore come together to understand each other more and to learn from one another.

[Esther Austin](#) set up these platforms, because of her passion to capture authentic and often never before told stories. Many old skool legends feel under-valued and forgotten, however, many are still performing, or if not performing, many still have incredible stories to share that can inspire and influence.

These stories are shared on their lifestyle blog as well as in their international luxury lifestyle magazine [TurningPoint: Music and Lifestyle](#).

For more information please visit the website [here](#).



ALDWYCH THEATRE

Three Sisters

Blog Writer & CRM Editor

Three Sisters was the first ever Chekhov performance to play in the Sam Wanamaker Playhouse so what an opportunity to use this as a hook to attract both regular audiences but also new ones.

Through research into young people and aspiring theatre makers, it became apparent that Chekhov is a very frequently used and studied Playwright.

I decided then that a design blog was in order to bring to life the rawness and beauty of the production and use that as a door for our audiences to feel closer and more in touch with the production.

I sat down with the designer of the show and we shared thoughts, concepts and ideas that manifested into a touching blog that we shared with viewers across email, social media and via third party outlets.

References

- Blog: <https://www.shakespearesglobe.com/discover/blogs-and-features/2025/03/24/designing-three-sisters/>

Designing Three Sisters

Designer Oli Townsend talks us through how he brought Three Sisters to life in the intimate Sam Wanamaker Playhouse.

BY EDITORIAL

24 MARCH 2025



The Company of Three Sisters in the Sam Wanamaker Playhouse. Photography by Johan Persson.

Rory Mullarkey's new translation of Anton Chekhov's *Three Sisters* made its world debut in the Sam Wanamaker Playhouse in January 2025. The play speaks to the human condition of hope, dreams, love and loss and follows the lives of three sisters, their brother and the people they meet along the way. Designer **Oli Townsend** spoke to **Rebecca Maxwell**, Globe Marketing Officer, about the journey this show went on from scribbles on a page to a beautifully intimate candlelit telling of what it means to be human.

Three Sisters

Director & Interviewer

In line with releasing the blog for Three Sisters, there is of course something so undeniably magical about video content so it was incredibly important to me that we released something before the play even opened.

I wanted to translate the relatable theme of familial drama to our range of audiences by interviewing the cast to make them feel more personable too.

This culminated in a wonderful series that over performed on both YouTube and paid social channels.

References

- Plot Summary: https://www.youtube.com/watch?v=1p5boGk_cr8
- Rehearsal Behind the Scenes: <https://www.youtube.com/watch?v=7kmoxCfrxDI>



Winter at Shakespeare's Globe

Blog Writer & CRM Editor

With so many Christmas markets, concert tickets, pantomimes and fairs, it feels difficult to choose what to do over the festive season.

I wanted to create a way to bring that all together into one cohesive Christmas bucket list. So, I wrote a blog that we could share everywhere: the top 10 festive things to do at the Globe over December.

References

- Blog: <https://www.shakespearesglobe.com/discover/blogs-and-features/2025/11/27/the-ultimate-open-air-festive-experience/>

1. Watch an epic new take on the classic fairytale: **Pinocchio**

Fall under the wintery spell of our iconic open-air Globe Theatre and enjoy **Pinocchio** as it comes to life in our wooden 'O'. Journey to a world of endless possibilities for the premiere of a magical new musical for the whole family by **Charlie Josephine** and **Jim Fortune**. Tickets from £5.



→ DISCOVER MORE

2. Enchant little ones with a **Pinocchio** themed family workshop

Why not create your very own world of endless possibilities in one of our interactive workshops for ages 5-8 and 9-11? Enhance your experience of the show through fun and engaging activities, play and performance led by a Globe Practitioner.

→ DISCOVER MORE

3. Travel back in time to **Shakespeare's Christmas** on a Festive Family Tour

What was Christmas like in Shakespeare's time? Well, there's only one way to find out! Travel back in time 400 years and be enchanted by tales of wassailing and the winter solstice told by our expert guides.



→ DISCOVER MORE

4. Wrap up the Globe with gifts and timeless treasures from our shop

Last minute Christmas shopping... don't know what to get your in-laws... all a bit stressful! Fret no more. Step into the Globe Shop and find locally-sourced Shakespearean treats, from bespoke Bard-themed decorations to snugly Christmas jumpers and delicious biscuits.



→ DISCOVER MORE

The Workroom Tailors

Content Editor

A personal passion project of mine was to turn a costume from Shakespeare's Globe into a stylish two-piece set. Of course, I am no costume designer so I collabed with the Workroom Tailors in North London to create the stunning piece.

We worked together on a content series on TikTok to share our story that for us ended up becoming so much more - an inspiring piece about environmental up cycling, theatre magic and the undying art of tailoring.

References

- <https://vt.tiktok.com/ZSPJjR3yN/>
- <https://vt.tiktok.com/ZSPJjRxDd/>

