# Will Burton

at

https://www.linkedin.com/in/will-burton-85565342/

## Summary

## Experience

**Senior Strategist at UKTV**

**01/11/2022**

I currently lead the creative marketing strategy for UKTV's flagship comedy channel, Dave

Accomplishments:
* Leading the creative strategy and direction for Dave's new brand campaign, partnering with a major UK mental health charity
* Helping to analyse, evaluate and create a brand new, more contemporary TOV for the Dave channel
* Leading the creative strategy for the launch campaign of the latest series of a flagship Dave show

**Strategist at Publicis**

**01/08/2022 - 01/11/2022**

I worked on Nestle and Mondalez brands including Nescafe, Buxton & Trident gum
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Accomplishments:
* Led the creative strategy for a new, brand-level purpose campaign for Buxton water in * Led the creative strategy for the launch of a new instant coffee product in Turkey and other southern-eastern European markets

**Career break at**

**01/04/2022 - 01/07/2022**

I visited seven countries over four months in central

**Planner at The&Partnership Europe**

**01/02/2019 - 01/04/2022**

I visited seven countries over four months in central
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I led the creative strategy output on key parts of the European Toyota account

Accomplishments:
* Led strategic delivery of Toyota's post-pandemic after sales campaign across Europe
* Led strategic development of Toyota Gazoo Racing's positioning
* Part of the strategy team to develop Toyota's global electrification positioning 'Beyond Zero'
* Led the strategy and naming development for start-up social enterprise directory 'In Good Company'
* Part of the strategy team to launch Snickers White in Australia via Social channels

Employment history (journalism, PR & communications):

**Communications Coordinator at Shepherds Bush Housing Group**

**01/10/2018 - 01/02/2019**

**at Central YMCA**

**01/02/2018 - 01/10/2018**

**at University of the Arts**

**01/11/2017 - 01/01/2018**

**at Battersea Dogs & Cats Home**

**01/12/2016 - 01/05/2017**

**Video Producer at National Employment Savings Trust**

**01/05/2017 - 01/08/2017**

**at Westminster City Council**

**01/09/2016 - 01/12/2016**

**at Bucks Free Press**

**01/09/2015 - 01/06/2016**

**Video Producer at The Football Foundation**

**01/09/2012 - 01/07/2013**

# Education

### Esher College

A Levels, -

### Kingston Grammar School

GCSE, -

### University of the Arts

Certificate, - 01/08/2019

### Bournemouth University

BA, -

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# Skills

**Marketing Strategy, Product Launch, Led strategic development, develop Toyota's, Journalism, Public Relations, Post Sales, Adobe Premier, Microsoft Excel, Microsoft PowerPoint, iMovie, Senior Strategist, Planner, Career break, Strategist, Communications Coordinator**

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# Keywords

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# Languages

# Other candidate information that Vincere supports

*Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.*

*(Notice: Please remove this section if you don't need it in your template)*

**General information**

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Male)



10. Candidate Photo (          )
11. Candidate Primary Email (will.burton92@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7504 882287)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (https://www.linkedin.com/in/will-burton-85565342/)
16. Candidate Current Address - Address (6 Avenue South, Surbiton, Surrey, KT5 8PJ)
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town (Surbiton)
19. Candidate Current Address - State (Surrey)
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode (KT5 8PJ)
22. Candidate Current Address - Name (6 Avenue South, Surbiton, Surrey, KT5 8PJ)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63736)
28. Candidate Work History (UKTV
    Senior Strategist
    2022-11-01
    I currently lead the creative marketing strategy for UKTV's flagship comedy channel, Dave

    Accomplishments:
    * Leading the creative strategy and direction for Dave's new brand campaign, partnering with a major UK mental health charity
    * Helping to analyse, evaluate and create a brand new, more contemporary TOV for the Dave channel

* Leading the creative strategy for the launch campaign of the latest series of a flagship Dave show

Publicis
Strategist
2022-08-01 - 2022-11-01
I worked on Nestle and Mondalez brands including Nescafe, Buxton & Trident gum
-------
Accomplishments:
* Led the creative strategy for a new, brand-level purpose campaign for Buxton water in * Led the creative strategy for the launch of a new instant coffee product in Turkey and other southern-eastern European markets

Career break
2022-04-01 - 2022-07-01
I visited seven countries over four months in central

The&Partnership Europe
Planner
2019-02-01 - 2022-04-01
I visited seven countries over four months in central
-------
I led the creative strategy output on key parts of the European Toyota account

Accomplishments:
* Led strategic delivery of Toyota's post-pandemic after sales campaign across Europe
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* Part of the strategy team to launch Snickers White in Australia via Social channels


Employment history (journalism, PR & communications):

Shepherds Bush Housing Group
Communications Coordinator
2018-10-01 - 2019-02-01

Central YMCA
2018-02-01 - 2018-10-01

University of the Arts
2017-11-01 - 2018-01-01

Battersea Dogs & Cats Home
2016-12-01 - 2017-05-01

National Employment Savings Trust
Video Producer
2017-05-01 - 2017-08-01

Westminster City Council
2016-09-01 - 2016-12-01

Bucks Free Press
2015-09-01 - 2016-06-01

29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ()
32. Candidate Notice Period (30)
33. Candidate Brief (Will Burton is a resident of Surbiton, Surrey, UK. He has been working in the Senior occupational sector for more than 8 years. Currently he is employed as a Senior Strategist at UKTV. So far Will has not gained any managerial experience.)
34. Candidate LinkedIn resume ()
35. Candidate Company name()
36. Candidate Company number()
37. Candidate Branch ()
38. Candidate Desired Industry ()
39. Candidate Desired Sub Industry ()
40. Candidate Desired Function Expertise ()
41. Candidate Desired Sub Function Expertise ()

**NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.
Education details that are supported in Resume Builder:

    a. Candidate Education Level (${education.educationLevel})

    b. Candidate Education Summary (Esher College

       A Levels

       Kingston Grammar School

       GCSE

       University of the Arts

       2019-08-01, Video Journalism, Certificate

       Bournemouth University

       Public Relations, BA)

    c. Candidate Education Institution (${education.institutionName})

    d. Candidate Education Course (${education.course})

    e. Candidate Education Qualification (${education.qualification})

    f. Candidate Education GPA (${education.gpa})

    g. Candidate Education Honors (${education.hornors})

    h. Candidate Education Major (${education.major})

    i. Candidate Education Grade (${education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

Esher College

A Levels, -

Kingston Grammar School

GCSE, -


University of the Arts

Certificate, - 01/08/2019


Bournemouth University

BA, -


2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:
- a. Candidate Job title (${experience.jobTitle})
- b. Candidate Employer (${experience.employer})
- c. Date range (${experience.dateRange})
- d. Candidate experience at the company (${experience.company})

## Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (17/07/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()