**Will Burton - Curriculum Vitae**

**Overview:**

I’m a senior creative strategist with experience of working both in-house and agency side on European and global accounts spanning TV, FMCG and automotive. Before joining the advertising industry, I worked in journalism and PR for a variety of high-profile organisations.

**Employment history (advertising):**

Since returning from a career break in July 2022, I’ve been engaged in freelance / contract work for the following organisations:

Senior Strategist at *UKTV*: Nov 2022 – to date

*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.Poke*: Aug 2022 – November 2022

*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 the UK*
* *Led the creative strategy for the launch of a new instant coffee product in Turkey and other southern-eastern European markets*

Career break: April 2022 – July 2022

*I visited seven countries over four months in central and South America*

Planner at *The&Partnership Europe*: Feb 2019 – April 2022

*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 roles:

* *Shepherds Bush Housing Group*: Oct 2018 – Feb 2019
* *Central YMCA*: Feb – Oct 2018
* *University of the Arts London*: Nov 2017 – Jan 2018
* *Battersea Dogs & Cats Home*: Dec 2016 – May 2017
* *Westminster City Council*: Sep 2016 – Dec 2016
* The Football Foundation: Sep 2012 – Jul 2013

Video Producer & journalism roles:

* *National Employment Savings Trust*: May – Aug 2017
* *Bucks Free Press*: Sep 2015 – June 2016

**Professional skills & training:**

* APG Essential Planning Skills (Jun-Aug 2019)
* Certificate in Video Journalism (University of the Arts London)
* Proficient with brand scan software (e.g Kantar & GfK)
* Proficient with Excel, PowerPoint and Google Docs
* Proficient with Adobe Premier Pro & iMovie
* Teeline Shorthand (100 words per minute)

**Qualifications:**

* NCTJ Diploma in Multimedia Journalism (Gold Standard) – News Associates, 2014/15
* BA (Hons) degree in Public Relations, 2:1 – Bournemouth University, 2010-2014
* 3 A-Levels – Esher College, 2008-2010
* 10 GCSEs – Kingston Grammar School: 2005-2008

**About me:**

Outside of work my main passions are travelling and watching sport, which I’ve previously combined to go on England cricket tours to South Africa and Antigua. I also enjoy learning languages (currently German) and like running (preferably in the sun). An interesting fact about me is I was President of the Bournemouth University Ultimate Frisbee team – twice.

**Contact information:**

Address: 6 Avenue South, Surbiton, Surrey. KT5 8PJ

E-mail: will.burton92@gmail.com

Telephone: (Mobile) 07504882287