

Gary Burch

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A results-driven communications professional with a proven ability to craft impactful content that engages key stakeholders and supports strategic business objectives. Bringing a complementary skill set aligned with organisational priorities, offering a robust toolkit that includes a proactive approach to digital and standard communications through advanced copywriting, editorial techniques, content development, AI technologies and project execution. Dedicated to utilising engaged team players, building strategic processes and generating multi-channel projects. Demonstrated success in developing and executing comprehensive communications strategies, supporting change management initiatives, driving innovation, and delivering effective solutions within dynamic, global team environments.

Career Summary

EQUA AB

Marketing and Communications Manager | Jun 2023 – present

- Leverage technical communication expertise to develop innovative strategies for articulating EQUA's mission and diverse product portfolio.
- Lead the project management of EQUA's website redevelopment, integrating modern design, compelling content, SEO optimization, social media integration, and strategic messaging tailored to a range of target personas. Creating 115% additional website traffic in the first six months.
- Built comprehensive communications strategies, brand guidelines and budgets, ensuring consistent internal and external messaging while empowering employees to effectively represent EQUA's offerings.
- Develop contemporary and standard content utilizing AI-driven tools, enhancing the visual identity and brand consistency.
- Craft clear, engaging copy for white papers, case studies, and other marketing assets—translating complex R&D software concepts into accessible and inspiring narratives, depending on the target groups/personas.
- Oversee the planning and execution at international building and construction exhibitions, including stand design, logistics, promotional materials, and digital engagement.
- Produce modern videos and revitalized EQUA's YouTube channel to improve audience engagement and product visibility.
- Drive communications that highlight EQUA's commitment to sustainability and environmental responsibility—delivering impactful messaging without resorting to greenwashing.

ICT Group

Communications Content Manager | Feb 2021 - Jun 2023

- Managed a team of four proactive communications specialists. I have a passion for employee engagement and delivery of successful communications through robust brand processes and KPI measurements.
- Editor-in-Chief for the external customer magazine (readership of approximately 20,000). The magazine focused on mobile gaming, AI, the metaverse, Web3 and cryptocurrency.
- Integral in the creation and growth of Project Galaxy - a change communication project set-up to provide in-depth traction in growing the business from an entrepreneurial start-up to a corporate structured company.
- Built a new employee intranet including a user-friendly homepage. Provided various departments the opportunity to proactively communicate what they are doing and how to help drive brand impact.
- Started an internal newsletter; planned and executed team building events, internal training opportunities, social media campaigns, management presentation updates and town hall meetings.
- Developed digital communications processes for delivery of structured social media, news, videos, blogs and articles for business related information and employee engagement.

Xylem Inc.

Communications Project Manager | Aug 2015 - Jun 2020

- Creation of various product communications including brochures, sales/training videos, web copy, podcasts, and digital presence for market leading global portfolios.
- Project managed the communication and delivery of a new intelligent water pumping system product that provides sustainability solutions to difficult customer challenges. The project was worked through in fine detail from basic value proposition through to global launch at Ifat water exhibition. The assignment included making several product films, 3D illustrations; copy for brochures, articles, and case stories.
- Created an editorial content calendar and wrote video scripts, keynote speeches, social media and blog posts for Xylem's Facebook landing page and company website. Increased CTR by 80% over the course of 12 months.
- Project managed the opening of a brand-new product showroom and visitor centre at the global manufacturing facility in Emmaboda, Sweden.
- Worked closely alongside a team of five communications specialists providing expertise in bringing products to life through strategic storytelling.

Freelance**Marketing and Communications Specialist I** Mar 2014 - Jun 2015

- Various freelance projects for businesses including CashGuard, G4S Cash Services, Fujikura Europe, Enatria Winecellars, FL Recruitment Agency, Harlow Theatre.
- Projects included a white paper, internal communications presentation, adverts, brochures, SEO optimization, LinkedIn profile development, various technical copywriting projects.

Fujikura Europe**Marketing and Communications Manager I** Apr 2013- Jan 2014

- Company website manager. Designed and created applications to develop and promote website content as a vital information and educational tool. Optimisation of online presence and traffic. Creation of product and training videos for use on the website.
- Delivered powerful marketing campaigns in partnership with the sales team, employing a unique mix of comms platforms including campaigns, exhibitions, events, media relations and advertising.
- Measurement of all communications activities via SEO, sales, personas, and other feedback. Interpreted results and provided commentary and recommendations.
- Produced content for other comms platforms including brochures, social media, posters, industry specific publications and white papers.

G4S Solutions**Communications Manager I** Jun 2004 - Dec 2012

- Project managed the development of a next generation social media platform and intranet. Investigated business requirements, risks, and budget to present the most strategic roadmap in taking this forward to success. I was given the chance to build a team of content champions from across the business.
- Editor in-chief of the bi-monthly employee magazine (readership approx. 8,000). Proactively forged content ideas for all copy, photography, layout, style and design. Used a robust and engaging language tone to develop a trusted and honest communications channel.
- Worked closely with the leadership and divisional teams to develop and deliver budgets, proposals, processes, and strategies. Ensured key stakeholders were clearly communicated to with effective and enhanced engagement techniques.
- Managed a team of three communications professionals, ensuring they were engaged in the G4S brand.
- Creation of various bespoke communications materials including newsletters, presentations, digital and social, surveys, support documentation, focus groups and forums.
- Developed and delivered a cross network of educational and engagements communications via branch TV throughout 55 nationwide locations.

Sutton Council**Employee Communications Executive I** 2003 - 2004**Hardy's Wines****Sales and Marketing Executive I** 2001 - 2003**GE Lighting****Key Account Specialist I** 1999 - 2001**Education**

Bachelor of Arts (B.A.)

National Diploma (BTEC ND)

A-Level

City & Guilds

CIM

Folkuniversitetet

G.C.S.E. (school/gymnasium)

Media Technology (2:1)

Media and Journalism Studies

English Language

Media Studies, Journalism

Internal Communications Diploma

B2 Swedish

English Language, English Literature, Mathematics, Media Studies, Geography, Information Technology, History, Physics, Sociology

Full EU driving license

Microsoft Ai Product Manager Professional Certificate

Wine & Spirit Education Trust (WSET) Diploma

Jonathan Gabay Copywriting and Proof-reading Diploma

Advanced Adobe Creative Suite Training Certificate

Software Expertise

Adobe Creative Suite, Microsoft Office and Apple iWork; WordPress, GitHub, DaC, SEO Analytics. AI tools including ChatGPT, Midjourney, Sora, ElevenLabs, Revit. Jira, Poppulo, HubSpot, YOOtheme, Salesforce, EPiServer, SharePoint, SAP, Monday.com, Constant Contact, NetSuite.

Personal Interests

Writing, music production, football and swimming.