**Scott Linney**

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## Education

**University of Gloucestershire, Ba(Hons) Advertising: September 2018 – June 2021**

* Achieved a 2:1 degree and was awarded a YCN award for my Patch Plants creative campaign.

**Bennett Memorial Diocesan School, Tunbridge Wells, Kent: September 2016-June 2018**

* Achieved a Double Distinction in Digital Media and a D in Media Studies A Level.

**Bennett Memorial Diocesan School, Tunbridge Wells, Kent: September 2011-June 2016**

* Achieved 10 C grade GCSE’s including Maths, English and Media Studies.

## Advertising Experience

**McCann Health London, Intern: January 2022 – April 2022**

* Spearheaded creative campaigns in response to client requests. This included developing an advertising brief and pitching to the stem cell company Kite.
* Collaborated with wider creative teams to develop strategic advertising briefs for clients ranging from small health charities to large consumer pharmaceutical companies.
* Operated technology from Microsoft Office to Adobe Creative Cloud to design innovative explanatory resources and concept content.
* Improved office efficiency and quickly adapted to a fast-paced advertising environment.

**Advertising, BA(Hons), University of Gloucestershire: September 2018 – June 2022**

* Undertook a creative project for Patch Plants entailing the creation of a sustainable alternative to plastic plants. Produced a campaign video alongside a television advertisement.
* Developed analytical research skills while completing a dissertation on the future of Autism in the advertising and creative workplace.

## Employment history

**Groundsman, Wood Farm Tree Care Limited: July 2021 – Present**

* Operates power tools and performs manual labour to deliver tree surgery service.
* Coordinating site safety through enforcing company regulation.

**Customer Assistant, Tesco Stores Limited: October 2017 – June 2021**

* Oversaw stock rotation and the organisation of the shop floor to meet company policy.
* Delivering high levels of customer service, both at the checkouts and the fresh food counters.
* Learnt culinary skills and managed hygiene standards, whilst working on the meat and fish counters.

## Activities and interests

**Volunteering**

* Created a mock campaign for the National Autistic Society spreading awareness of autism in different sectors of life.
* Completed National Citizen Service. Led two-week social action project entailing charity fundraising for West Kent Mind in Tonbridge. Also, participated in team building course gaining valuable skills and an increase in confidence.
* Was awarded Duke of Edinburgh Bronze. Was responsible for an outward-bound expedition.

**Hobbies and Pastimes**

* Frequently goes plane spotting at multiple airports including Heathrow, Gatwick and Biggin Hill.
* Enjoys playing racquet sports including tennis and badminton.
* Avid film enthusiast and reader of various genres in my spare time.