**Brian G Burns**

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**Writer, editor and content creator/publishing manager**

*20+ years’ record of innovation and success in compelling copy development, wide-ranging digital and print content creation, impactful cross-media campaigns and creative team leadership.*

My journey as a copywriter, editor and content creator began with creativity. But it has constantly been refined by adaptability. I started with books, moved to magazines, then to digital platforms and recently to AI tools.
This has allowed me to meet clients’ changing needs and adapt to new ways of working. I’ve always used critical thinking and problem-solving to craft compelling messages for different audiences. But I know, too, that every project relies on collaboration and partnerships. I also believe in continuous learning. Recently, as well as
using AI tools, I've been studying UX Design, to improve content delivery, streamline output and create a better user experience.

**Skills**

**Software**

* Adobe InDesign (advanced), Illustrator and Acrobat Pro
* Wix and other CMS
* Mac and Windows operating systems
* Trello project-management software
* Figma (UX Design)

**Digital content**

* useful, easy-to-read content with a key takeaway
* accurate and up to date
* relevant titles and subheads
* visual appeal, with bullets and numbered lists, sections and call-outs​
* header, paragraph and other tags for accessibility
* colour contrast for accessibility
* effective use of keywords
* calls-to-action (CTA)
* all images with alt-text
* internal and external links (to recognised sources)
* relevant meta titles and meta descriptions, written to correct length
* correct urls for all pages

**Writing, editing, proofreading and proof-editing**

* copywriting
* line editing
* technical editing
* structural editing
* proofreading
* proof-editing, with rewriting where needed
* researching, structuring and creating website content, eg information portfolios, whole sections and multiple pages
* referencing of sources, for auditing and certification as trusted information
* interviewing expert contributors
* **Information products**​
* news
* e-newsletters and newsletters
* blogs
* feature articles
* PDFs for download
* annual reviews
* impact reports
* scientific research reports
* policy reports, including multi-author referenced reports
* leaflets, booklets, posters and conference materials
* educational and training materials
* campaigning content – CTAs, articles and case studies
* fundraising content
* direct mail
* product copywriting (digital)
* product catalogues (prints and PDFs)
* digital marketing
* style guides
* web writing, house style and tone of voice guides

**Managing projects and publications**

* publishers’ lists​
* magazines
* in-house teams
* contract and freelance suppliers
* freelance and contract projects
* managing relations with suppliers, eg

**Commissioning**

* writers
* editors
* authors
* illustrators
* designers
* photographers
* consultants and advisors

**Online portfolio**

[bbcommunications.org](https://www.bbcommunications.org/)

**Recent professional training**

June 2023

Certificate in Creating and Publishing Webpages, London South Bank University

**Professional experience**

**Freelance writer, editor and content creator, November 2011 to present**

Working with a wide range of clients, including: National Deaf Children’s Society, Young Epilepsy and St Piers School and College, Ambitious about Autism (and related schools and colleges), Sense, The Royal College of Pathologists (RCP), Word Monster, Action on Hearing Loss (RNID), UNISON, Contact, British Lung Foundation, The Retail Practice, Macmillan Cancer Support, Story Worldwide, Sitefinders Net and Amber Books:

* Scoping, researching, structuring, writing, optimising (through SEO best practice), referencing for information audit purposes, and, where relevant, reviewing against nationally recognised standards and guidelines, more than 200 website pages on wide range of information portfolio topics, for general and professional audiences, for different organisations
* Overseeing the review process of information portfolio pages through different draft/proof stages in liaison with client representatives, including incorporating input from expert contributors and updating to reflect changes in relevant national and international guidelines and government policy
* Editing all content and designing (text, images, tables and ads, in InDesign) and seeing through to print and digital publication (interactive PDF) one edition of the RCP professional bulletin; and organising, sourcing, creating and designing all content for the next edition up to point of handover
* Editing existing content and seeing through to print one edition of Macmillan's healthcare professional magazine, and commissioning and planning the next edition up to point of handover
* Writing, editing and proofreading:
	+ Annual reports and financial statements
	+ Impact reports and strategic reports
	+ Medical and scientific research reports
	+ Scientific research conference posters and related materials
	+ Referenced, multi-author healthcare, policy and advocacy reports
	+ Online public-engagement toolkits, toolkits for professionals and careers framework resources
	+ Materials for awareness-raising programmes (slide decks, session plans, resources and worksheets, facilitator session guides and participant posters)
	+ FAQs, blogs and trustee profiles
	+ Referenced clinical datasets and clinical guidelines for pathologists
	+ School prospectuses
	+ A detailed 100-page guide and toolkit for parents of autistic children
	+ Wide-ranging online factsheets (health, legal, benefits and human rights information) for a general audience: researching, editing, liaising with numerous internal and external contributors, and rewriting and proofreading content; healthcare factsheets in the range were produced to meet The Information Standard
	+ Researching content, and liaising with external web developers, to produce text, graphs and infographics for multiple web pages covering key UK statistics relating to 12 respiratory conditions and diseases
	+ Marketing, campaigns and fundraising website promotion pages, emails, newsletters, leaflets, fliers and exhibition materials (display boards and handout materials)
	+ Patient information booklets and self-diagnostic toolkits
	+ Volunteer and policy and campaigns newsletters
	+ Writing and editing articles for membership magazines and websites
	+ Writing articles for pharmaceutical companies
	+ Writing toolkits, tone of voice guidelines and internal briefing templates
	+ B2C technology products website pages (50+)
	+ B2B technology products brochures and catalogues
	+ Writing online retail newsletters
	+ Copy-editing and proofreading books on wide-ranging topics (in Word and InDesign)

Diabetes UK

**Medical and science editor**, **July 2008 to September 2011**

* planned, commissioned and produced content for healthcare professional magazine *Diabetes Update*
* commissioning and contributing editor for lay membership magazine *Balance*.
* commissioning editor of lay membership research magazine *Research* *matters*.
* steered the redesign of in-house magazines, streamlining editorial standards and introducing additional content while reducing production costs
* negotiated and secured new sales advertising and print contracts
* managed relations with sales advertising agency and various printers
* managed the work of freelance and in-house writers, assessing performance and providing guidance to achieve creative objectives.
* managed the work of multiple designers and illustrators for two magazines
* secured readership survey satisfaction level of over 90% for healthcare professional quarterly magazine
* edited and rewrote/restructured various research and policy reports

Anness Publishing

**Project editor**, **June 2007 to June 2008**

* responsible for managing all aspects of various books, liaising with authors, designers, editors, proofreaders, picture libraries, photographers and production staff, seeing all products through to print

Freelancer, UK

**Content producer/editor and senior content writer**, **January 2004 to June 2007**

* **Diabetes UK:**
	+ researched and wrote wide-ranging content for a four-part healthcare professional series of supplements, *Delivering better diabetes care*
	+ wrote numerous feature articles and related digital content for healthcare professional and general audiences
	+ edited all content for membership magazine *Balance* and some content for healthcare professional magazine *Diabetes Update*
* **Channel 4:**
	+ edited and produced multiple pages of digital content for the *Origination: Insite* project
	+ edited and produced digital content and marketing material for *The Play’s the Thing* project (radio) and assessed script submissions
	+ wrote a number of online articles based on interviews with playwrights and producers
* **Culture Online:**
	+ produced and edited weekly updated online information resource
	+ wrote an online article based on an interview the then culture secretary
* **Amber Books:**
	+ copy-edited and proofed a number of books on a range of topics, using Word and Adobe InDesign
* **Axis Publishing:**
	+ copy-edited and proofed a number of books on a range of topics, using Word and Adobe InDesign
* **National Maritime Museum:**
	+ copy-edited and proofed a range of materials relating to a major exhibition

Axis Publishing

Publisher’s list: mind, body and spirit, sports, health, fitness and training, dance, design and photography, business and finance guides, and more

**Editorial director (initially managing editor)**, **March 2002 to October 2003**

* responsible for managing all aspects of the company’s list for the UK, US and other overseas markets:
	+ commissioning authors
	+ engaging and managing in-house editors
	+ commissioning and managing freelance editors, proofreaders, consultants with diverse skills sets/areas of expertise, Americanisers and indexers
	+ liaising directly with US clients
	+ liaising with photographers, arranging extensive photographic shoots, finding locations and sourcing props, materials and clothing/costumes
	+ securing the services of models, including child models
	+ writing author contracts
	+ negotiating with agents
	+ managing client relations
	+ producing catalogue copy and Advanced Information sheets
	+ producing client presentation materials

Freelancer, UK

**Content producer/editor and senior content writer**, **October 2000 to March 2002**

* **Diabetes UK:**
	+ wrote numerous bylined feature articles and related digital content for healthcare professional and general audiences
	+ edited all content for membership magazine *Balance* and additional content for healthcare professional magazine *Diabetes Update*
	+ produced and edited content for various print and digital information products
	+ produced and edited content for *Annual Report* 2000
* **The Guardian/Atlantic Books:**
	+ copy-edited, to impose a consistent up-to-date style, *The Bedside Years: 1951–2000* and *The Guardian Year 2001*

Amber Books

Publisher’s list: history, military history, crime and forensic science, biography, sports and games, film and TV,

financial guides (pensions, savings, investments and stocks), and more

**Project editor**, **July 1997 to September 2000**

* responsible for managing all aspects of numerous books, liaising with authors, designers, editors, proofreaders, picture libraries, photographers, Americanisers, indexers and production staff, liaising directly with UK and US clients, and seeing all projects through to print
* produced content for company catalogues and Advanced Information sheets
* produced client presentation materials

Aurum Press

**Managing Editor**, **1 January 1996 to 31 December 1996**

Publisher’s list: history, military history, biography, sports and games, film and TV, science, arts and crafts, travel/walking guides, mind, body and spirit, business guides and more

* responsible for managing all aspects of the company’s list, liaising with authors, book packagers, designers, editors, proofreaders, picture libraries, photographers, the editorial director, senior editor, sales manager and production manager, seeing all products through to print

**Education**

**BA Hons English** (2:1)

University of Lancaster, Bailrigg, Lancaster LA1 4YW, UK