



Central London location

### **BRIAN BURNS: PROFILE AND CAREER**

After many years in book publishing, I moved into communications and digital marketing. I offer more than 20 years' experience as a writer, structural, line and copy editor, project manager, and managing and commissioning editor.

I have been a magazine editor and by-lined feature writer. I've written and edited reports, website pages, online newsletters, targeted emails and blogs. I've produced information resources, editorial style guides and writing/tone of voice toolkits, and been a commercial product copywriter.

The range of subjects I've covered, for general and professional audiences, includes: health and wellbeing, medical, educational and human rights information, policy guidelines, scientific research, and fundraising and campaigning activities.

### **SKILLS**

- Writing/editing marketing and information materials (print and digital), awareness-raising, campaigning and fundraising materials (leaflets, web pages, email and social media), blogs, annual and scientific research reports, impact reports, school prospectuses, fact sheets, brochures and booklets (including for DH Information Standard), writing toolkits/tone-of-voice guides, and promotional copy for commercial products (with SEO)
- Writing, editing and commissioning feature articles and reports (including referenced, multi-author and sector reports), working with: research scientists, policy-makers, academics, legal advisers and a wide range of healthcare professionals
- Adapting/writing content (scientific and technical) in plain English for different audiences (professional, general readers and young people)
- Structural editing/rewriting (articles, reports and books)
- Commissioning authors, editors, designers, proofreaders, illustrators, photographers and consultants
- Interviewing – for articles, reports, profiles and blogs
- Leading change in editorial management, design and production
- B2B publications
- Project development
- Budget management
- Managing in-house and freelance staff, and supplier and client relationships
- Contract negotiation (printers, agents, agencies)
- Strategic planning/communications
- Identifying skills needs and putting in place appropriate resources
- Technical: Windows, Mac OS, Adobe InDesign/Acrobat Pro and various content management systems

### **WRITER, EDITOR AND RESEARCHER** October 2017 to May 2019

Working on the research, planning and drafting stages of two books, and editorial work for:

- *Ambitious about Autism*, March to May 2019: editing and proofing three school prospectuses and proofing/editing *Annual Report 2017–18*
- *Action on Hearing Loss*, August to 30 November 2018: copywriting commercial product copy for the online shop and other materials for the Enterprise Marketing division

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**WRITER AND EDITOR** January 2017 to 30 September 2017, Action on Hearing Loss  
Working on information and marketing materials, including annual and scientific research reports, fact sheets (covering technology, healthcare, rights and legal matters), the members' magazine, information leaflets/booklets, campaigning and fundraising materials (digital, print and related social media), and writing toolkit/tone-of-voice guide (print and digital)

**WRITER AND EDITOR/PROJECT MANAGER/PRINT AND DIGITAL MEDIA**

October 2011 to December 2016

Various clients, including Action on Hearing Loss, UNISON, Contact, British Lung Foundation, The Retail Practice, Macmillan Cancer Support, Story Worldwide, Sitefinders Net Ltd and Amber Books

**MEDICAL AND SCIENCE EDITOR** August 2008 to 30 September 2011, Diabetes UK

Editor of healthcare professional magazine *Diabetes Update* • Commissioning and contributing editor to lay membership magazine *Balance* • Managing editor of *Research Matters* • Initiated editorial, design and production revamping of all three magazines, leading change on *Diabetes Update* and *Research Matters*, and playing a key role in the overhaul of *Balance* • Editor of one-off research and policy reports

**PRINT/DIGITAL CONTENT WRITER, EDITOR, PROJECT MANAGER AND RESEARCHER** January 2005 to June 2008

Various clients, including: Diabetes UK, Anness Publishing, Channel 4, Culture Online, Amber Books, Axis Publishing, The Action Station and the National Maritime Museum

**WRITER AND EDITOR** January 2004 to December 2004, Diabetes UK

**EDITORIAL DIRECTOR (INITIALLY MANAGING EDITOR)** March 2002 to October 2003, Axis Publishing

(book publisher/packager, primarily for the UK and US markets)

**WRITER AND EDITOR** October 2000 to March 2002

Various clients, including: The Guardian/Atlantic Books, Diabetes UK and Amber Books

**PROJECT EDITOR** July 1997 to September 2000, Amber Books (book publisher/packager for the UK, US and other territories)

**MANAGING EDITOR** January 1996 to January 1997, Aurum Press (UK book publisher)

**ONLINE INFORMATION**

- Portfolio: [bbeditorial.co.uk](http://bbeditorial.co.uk)
- LinkedIn: [linkedin.com/in/bgbeditorial](https://www.linkedin.com/in/bgbeditorial)

**EDUCATION**

- BA Hons English (2:1), University of Lancaster
- A Levels: English (A), Economic and Social History (A) and French (D); 10 O Levels; Christian Brothers' Grammar School, Armagh, Northern Ireland

**INTERESTS**

Creative writing; fiction and non-fiction; music, film and TV; art; science, particularly genetics, physics and cosmology; history and anthropology; politics and current affairs; philosophy and esoteric belief systems

**REFERENCES**

**Pearl Saadi**

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Action on Hearing Loss  
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**Aleksandra Kapuran**

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