**Brian G Burns**

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**Content Producer & Manager/Senior Content Writer**

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

Inventive professional with extensive experience in editorial and digital content management and production (using various CMS, with a focus on SEO optimisation, accessibility and user experience), and crafting on-brand copy and marketing materials, while adhering to style guidelines and driving maximum audience traffic to content

**Skills**

* Adobe InDesign (advanced), Illustrator and Acrobat Pro
* Mac and Windows operating systems
* Trello project-management software
* Creative project planning and execution
* Producing and editing content:
  + researching, structuring and creating extensive content (whole sections and multiple pages) for website redesign/rebranding
  + optimising content for accessibility and user experience
  + SEO (for humans, not algorithms)
  + detailed referencing of sources used in content creation
  + blogs
  + feature articles
  + PDFs for download
  + online public engagement toolkits
  + annual reviews
  + impact reports
  + school prospectuses
  + scientific research reports and conference posters
  + referenced clinical guidelines
  + policy reports, including multi-author referenced reports
  + leaflets, booklets, posters and conference materials
  + educational and training materials
  + wide-ranging fact sheets and guides, including healthcare topics produced to meet The Information Standard (Department of Health)
  + adapting scientific, academic and technical content in plain English for different audiences
  + structural editing and rewriting: articles, reports and books
  + research
  + interviewing expert contributors for articles, reports, profiles and blogs
  + marketing emails
  + email newsletters
  + awareness-raising materials
  + cross-media campaigns/strategies
  + fundraising materials
  + B2B materials
  + B2C materials
  + writing toolkits and tone-of-voice guides
* Commissioning:
  + authors and writers
  + editors
  + designers
  + proofreaders
  + illustrators
  + photographers, including arranging extensive shoots, prop sourcing and location scouting
  + consultants with particular expertise and diverse skills sets, including: research scientists, policy-makers, academics, legal advisers, all levels of healthcare professionals, pharmacists, health, fitness and nutrition advisers, and others
  + models, including child models
  + Americanisers
  + indexers
* Leading change in editorial management, design and production
* Budget management
* Managing in-house staff and regular freelance suppliers
* Relationship management and contract negotiation:
  + commercial clients in the UK and abroad
  + suppliers: printers, literary agents and advertising sales agencies
* Editorial calendar management
* Team building and leadership
* Identifying skills needs and putting in place appropriate resources

**Recent professional training**

June 2023

Certificate in Creating and Publishing Webpages, London South Bank University

**Professional experience**

Young Epilepsy and St Piers School & College

April 2022 to present

* 125 Years Project: Reading and marking up *One Hundred Years of St Piers* (hard copy) and exporting into 87-page tabulated form with chapter and page refs and summary labels
* wrote six Young Epilepsy Health Services pages from source documents, optimised for SEO: Welcome page, EEG Diagnostics, MEG Diagnostics, Rehabilitation, Autism Diagnostics and Behavioural Assessments
* wrote all pages for the Choosing St Piers, Student Wellbeing and School and College Curriculum sections of the St Piers School & College website
* researched, structured, wrote and optimised content for all pages covering a comprehensive range of topics in the following sections, including, where needed, review against NICE guidelines:
  + Information about epilepsy – Welcome page, 7 subsections and 46 topic pages
  + Parents and Carers – Welcome page, 10 subsections and 36 topic pages
  + Guide for Schools – Welcome page, 8 subsections and 37 topic pages
* Annual Review and Accounts 2021–22: detailed line editing of all content prior to design, and proofreading and marking up final layouts
* editing and updating FAQs page as starting point for a website section to be regularly updated
* edited 16 Trustees’ biographies for the website
* edited, from AI-generated transcripts, 5 blogs by young people, aged 10 to early 20s, for the organisation’s Understand My Epilepsy campaign

Royal College of Pathologists, London

October 2023

* editing clinical guideline: Dataset for the histopathological reporting of adrenal cortical carcinoma and phaeochromocytoma/paraganglioma

**Interim editor,** 6October 2020 to 5 March 2021

* editing all articles and other content, and liaising with contributors for sign-off, for professional quarterly magazine *The Bulletin* (January 2021 edition)
* organising, sourcing, creating and designing all content (text, images, tables and ads) for *The Bulletin* (January 2021 edition)in Adobe InDesign and preparing/exporting for digital upload (interactive PDF)
* editing articles and other content, and liaising with contributors for sign-off, for professional quarterly magazine *The Bulletin* (April 2021 edition) up to point of handover
* organising, sourcing, creating and designing content (text, images, tables and ads) for *The Bulletin* (April 2021 edition)in Adobe InDesign and preparing/exporting for digital upload (interactive PDF) up to point of handover
* editing various full-length, referenced clinical guidelines (datasets for histopathological reporting, tissue pathways and guidelines on autopsy practice, 20,000+ words) and clinical audits for use by pathologists
* editing/proofing a range of other communications and marketing materials, as required, including the *Annual Report*, *President’s Newsletter*, annual international conference programme, model job description guides, job descriptions, good practice and other professional standards guidelines, newsletters, vaccine protocols and various illustrated online toolkits for general public engagement
* researching digital long-form reader and E-reader options for the future of *The Bulletin* and other substantial online content
* creating/modifying website banners and logos in Adobe Illustrator and outputting to different formats and specifications as required

Ambitious about Autism

November 2022 to June 2023

* Annual Review and Accounts 2021–22: detailed line editing of all content prior to design, rewriting where needed, and proofreading and marking up final layouts
* editing and proofreading a range of materials for the Autistic and OK programme in 2023, including:
  + Sessions materials for anxiety, bullying, depression and OCD (slide deck, session plan, resources and worksheets)
  + Facilitator Guide and FAQs
  + Guide to creating a peer session plan
  + Helpline signposting and Participant information sheet
  + Facilitator poster and Participant posters for anxiety, bullying, depression and OCD
  + Parent and carer toolkit
  + Teacher toolkit
  + Schools pitch deck
  + School FAQs

Sense, the charity for people with complex disabilities

May 2021 to September 2022

* web content and information project, phase 1, Insight gathering: review of existing content and competitor web content
* copy-editing Sports Communication Guidance
* researched, structured, wrote, referenced and optimised content for multiple pages for the following website sections:
  + Communicating – 19 subsections and 22 topic pages
  + Safeguarding – 1 section
  + Conditions and disabilities – 8 subsections and 26 topic pages
  + SEND Support – 1 section and 11 topic pages
  + Life Stages – 1 section and 9 topic pages
  + Benefits and Money – 2 multi-page sections
  + Sports and physical activities for disabled people – 1 multi-page section

Freelancer, UK

**Content producer/senior content writer**, 2017 to October 2020

* **Word Monster (Healthcare Advertising and Medical Communications Support)**,

August to September 2020:

* + researched and wrote article on tackling a global health condition for a pharmaceutical

company client

* + researched and developed outline for an article on the impact of COVID-19 on a specific area of healthcare for a pharmaceutical company client
* **Ambitious about Autism**, March 2019 to February 2020. Editing and proofing:
  + three school prospectuses
  + one sixth-form prospectus
  + Annual Report 2017–18
  + *Right from the Start*, 100-page PDF and print early-years guide and toolkit for parents
  + Annual Report 2018–19
* **Action on Hearing Loss**, **Enterprise Marketing Division**, 1 August to 30 November 2018. Content producer:
  + digital content for 50+ benefit-led, consumer-facing technology products for the online shop
  + blogs related to technology product deals and offers
  + other materials, including job descriptions and internal briefing documents for the Enterprise Marketing Division
* **Action on Hearing Loss, Marketing and Communications**,1January 2017 to 30 September 2017. Content producer and editor on the full range of information and marketing materials:
  + web pages
  + blogs
  + regular marketing emails
  + regular email newsletters
  + *Annual Report* 2016–17
  + *Impact Report* 2016–17
  + *Hearing Progress* (2017 research report)
  + 36 wide-ranging factsheets: 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
  + proofing and, where necessary, editing the membership magazine, using Adobe InDesign
  + writing articles for the membership magazine
  + editing and rewriting all content for *Volunteer Focus* magazine
  + editing and rewriting all content for *Policy and Campaigns Newsletter*
  + B2B brochures and catalogues
  + B2C catalogues
  + information leaflets, brochures and booklets
  + flyers and posters
  + research conference posters
  + campaigning and fundraising materials (digital, print and related social media)
  + writing toolkit/tone-of-voice guide (digital and print)

Freelancer, UK

**Content producer/senior content writer**, 2011 to December 2016

* **Action on Hearing Loss**:
  + editing and proofing various brochures and information leaflets
  + B2B and B2C catalogues (digital and print)
  + editing various policy reports
* **UNISON**:
  + wrote article about the Public Service Champions campaign, based on background information and multiple interviews, for the membership magazine *U*
  + wrote two website articles, expanded from the above
* **Contact**:
  + detailed line and structural editing of 70-page booklet comprehensively covering Personal Independence Payment
* **British Lung Foundation**:
  + producing content, and liaising with external web developers, to produce text and graphs/infographics for multiple web pages covering UK incidence, age, regional variation, mortality and other vital statistics relating to 12 respiratory conditions and diseases
  + producing and editing content for an online self-diagnostic toolkit
  + producing and editing content for multiple web pages covering the research portfolio
  + editing and proofing content for various information web pages and products
  + researching and producing all content for the *Impact Report* 2014–15
  + editing all content for the *Annual Report* 2014–15
  + researching and producing all content for the *Impact Report* 2013–14
  + editing all content for the *Annual Report* 2013–14
  + digesting research funding proposals and conducting wide-ranging interviews with researchers and other contributors to produce all content for *Changing Lives*, the 2015 research report
  + managing and editing content for one edition of the membership magazine
  + detailed line and structural editing of four-part information pack, totalling 108 pages, produced to meet The Information Standard
  + conducted interview with the newly appointed CEO for an article for the membership magazine
* **The Retail Practice**:
  + produced content for 12 light and snappy online newsletters
  + produced communications and marketing style guide for a large retailer
  + produced content for various retail marketing pages and products
* **Macmillan Cancer Support**:
  + edited existing content and saw through to print the spring 2013 edition, and commissioned and planned the summer 2013 edition, of Macmillan's healthcare professional magazine
  + uploaded selected content to the healthcare professional section of the Macmillan website
  + edited and proofed various information products and guides
* **Story Worldwide**:
  + researched and produced content for multiple diabetes-related web pages for major pharmaceutical company
* **Sitefinders Net Ltd**:
  + researched and produced detailed structural and content outline documents for a proposed healthcare professional section of an existing diabetes-related website
  + produced communications style guide
* **Amber Books**:
  + copy-edited and proofed a number of books on a range of topics, using Word and Adobe InDesign

**Education**

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

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