**Brian G Burns**

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**Writer, editor and content creator**

*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, specialising in print and digital content creation services that will help your organisation communicate effectively with your target audience. I can work closely with you to understand your goals and create accurate, concise and engaging content that exceeds your expectations.

**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, using SEO best practice
  + detailed referencing of sources used in content creation
  + blogs
  + feature articles
  + PDFs for download
  + online public engagement toolkits
  + 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
* 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
* Identifying skills needs and putting in place appropriate resources

**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: 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
  + Medical and scientific research reports
  + Scientific research conference posters and related materials
  + Referenced, multi-author healthcare, policy and advocacy reports
  + Online public-engagement toolkits
  + 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)

**Education**

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

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