

RICHARD BURNS

CONTENT MARKETER AND STRATEGIST

Over 10 years experience in content strategy, publishing, and journalism, during the past six I have focussed my career within content marketing, in particular 'thought leadership'.

Covering multiple channels including online, print, email, PPC and social, I am well-versed in both internal and external content marketing efforts - localisation, promotion, and lead generation for example. I have held a number of senior roles focussed on scaling content marketing efforts, leading projects across departments and continents.

A successful content strategy needs to comprehend its audience and to that end I bring a wealth of international experience earned during a career focussed on delivering the right content at the right time.



CAREER (RELEVANT ROLES)

VIEW MY FULL CAREER & PORTFOLIO
WWW.RICHARDBURNS.CO

CONTENT MARKETING MANAGER [THE ADBL](#)

Jun. 2015 - Present

Devising then launching this startup digital business education provider's content strategy, I have developed an omni-channel approach characterised by thought leadership - primary research, webinars, video talks, and more. These not only inform day-to-day content efforts, but the entire marketing and sales offering (both B2B and B2C).

HEAD OF CONTENT MARKETING, FOUNDER [WEBBED CONTENT](#)

Sep. 2012 - Present

In running my own content marketing agency I have perfected my leadership, project management, and content strategy abilities. Managing several projects concurrently, I developed and implemented a wide range of processes to both streamline and reduce the end cost of campaigns.

CONTENT MARKETING MANAGER [LOVE INC. / CRATE ENTERPRISES](#)

Jun. 2014 - Mar. 2015

Taking up a newly created role at a B2C online publisher with high profile sites within the personal finance and culinary verticals, my primary responsibilities were marketing a new financial SaaS offering, enhance existing monetisation efforts, and to create new revenue generating campaigns.

WEB CONTENT MANAGER [QS QUACQUARELLI SYMONDS](#)

Jun. 2010 - Sep. 2012

REPORTER & DEP. BUSINESS EDITOR [MUSCAT DAILY, OMAN](#)

Aug. 2009 - Feb 2010

CONTENT EDITOR [NINEMSN.COM.AU & HWW, AUSTRALIA](#)

Apr. 2008 - Feb. 2009



EDUCATION & TRAINING

DUAL HONOURS [BA ENGLISH AND HISTORY](#)

Keele University, 2007

A LEVELS [ENGLISH, HISTORY, & GEOGRAPHY](#)

CHS Joint Sixth Form, 2003

GCSEs [TEN, A TO C](#)

Chichester High School for Boys, 2001

MOOC [CONTENT STRATEGY](#)

Northwestern Uni., 2014

MOOC [MARKETING](#)

The Wharton School, Uni. of Pennsylvania, 2013

COMP. TRAINING [LEADERSHIP & MANAGEMENT](#)

In-house training, 2011



EXPERIENCE

10
YEARS

in content strategy, publishing, journalism and content creation.

6
YEARS

working in team management and project leadership.

5
YEARS

Building content strategies for measurable ROI.

VIEW MY FULL CV & PORTFOLIO
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@RichJBurns

PROFICIENCIES

Content strategy
'Thought leadership'
B2B & B2C marketing
Social media marketing

Email marketing
Content localisation
Analytical analysis
SEO

Print & online publishing
Team management
Establishing processes
Campaign management