

TESS BURTON

Accessibility-Forward Creative Communications



tessburtonmedia.com



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Littlehampton, UK

EDUCATION

B.A. Performance (2:1)
Southampton Solent University

LANGUAGES

English • French

SKILLS & INTERESTS

Creative Writing

Microsoft Office • Scrivener

Digital Accessibility

Training: AbilityNet • WCAG 2.2

Digital Communications

CoSchedule • Hootsuite
Mailchimp • Social Media • Zapier

Graphic Design

Illustrator • Photoshop
InDesign • Canva

Project Management

Asana • Airtable

Video Editing

Final Cut Pro • AVID Newscutter
Premiere Pro

Web Design

Wordpress • Squarespace
HTML • CSS

CURRENT EMPLOYMENT

Digital Design & Communications Manager ConsciousCafé • January 2016 – Present

- Developing and delivering the organisation's communications strategy, ensuring streamlined and cost-effective production, branding, distribution, and maintenance of external messaging. Through my ambitious content calendar and social media and email strategy, I increase awareness, engagement, and support for ConsciousCafé's events and program.
- Designing digital assets such as social graphics, web pages, emails and newsletters, and articles. Editing video content for the ConsciousCafé YouTube channel.
- Providing marketing and communications consultancy to teams across the organisation to drive a more strategic approach to communications and ensure accessibility is at the forefront of digital output.
- Amplifying and engaging with the community by sharing ideas and success stories, and showcasing the efforts of our members and friends.

Communications Coordinator

Specialty Coffee Association (SCA) • April 2021 – Present

- Devising and delivering purposeful communications plans tailored to the SCA's diverse international community, that drive community engagement and grow relationships with external stakeholders and press.
- Coordinating volunteer leadership across twenty-five international chapters and three trade guilds to create content for a variety of platforms tackle issues such as climate change and sustainability, the price crisis and livelihoods in coffee, and ongoing scientific research.
- Managing a full content calendar including articles & research papers, webinars, newsletters, social content, and press releases. I coordinate cross-departmentally to ensure content consistency and accuracy across content, design and customer success.
- Copywriting and copyediting digital and print publications including whitepapers and 25 magazine.
- Management and fulfilment of trade and sponsorship agreements, and management of press enquiries and relations during international trade shows.

A LITTLE ABOUT ME

I spend most mornings walking beside my true love, the sea, and checking the inflation rate via the Mr. Whippy stand. I am drawn to messy art projects and doorstep hardback books, and I am working on the publication of my first novel. Current obsessions include: my local specialty tea shop, skincare experimentation, Sparknotes' Twitter.

EMPLOYMENT HISTORY

Copy Approval Coordinator

The Body Shop • June 2019 – July 2020

I ran operations for the Copy Approval department, managing the proofing, processing, and approval of internal and external copy, including marketing campaigns, product artwork, training manuals, press releases, and regulatory documents. I worked cross-departmentally with stakeholders in Regulatory Affairs, Marketing, Legal, and Packaging to ensure project delivery by target deadlines, while training colleagues on the copy approval process and working with them to ensure projects met standards. I developed guidelines, workflows, and documentation to improve department efficiency and create a more transparent and user-friendly approval process, leading the transition into a digitised department.

Early Years Practitioner & Inclusion Support

Red Balloon Children's Day Nursery • February 2015 – April 2019

I developed creative and educational activities for children aged 0 – 5 years across four classrooms, acting as a staff supervisor in the absence of Room Leaders. In collaboration with key workers, parents, and healthcare professionals, I was SEND inclusion support providing daily one-on-one activities for children in line with their ISPs, and tracked and updated their support plans over time. I executed safeguarding and health and safety best practices and fostered a nurturing and gentle environment for all children in my care.

Early Years Practitioner and 1:1 Support

Positive Steps • September 2013 – February 2015

I created and implemented activities for children aged 0 – 5 years as part of a classroom team, engaging them in creative and educational activities to support their development and writing weekly reports and observations under EYFS guidelines. I worked as a 1:1 with a child with specific educational needs, and I planned daily care and activities in support of their IEP, tracking and updating the support plans over time. I executed safeguarding and health and safety best practices and fostered a nurturing and gentle environment for all children in my care.

Marketing Administrator

Classic British Hotels • January 2013 – August 2013

I was the Marketing lead for digital content including newsletters and web copy. I introduced the company to social media marketing, creating and implementing a detailed social media strategy across Facebook, Twitter, Pinterest, LinkedIn, and YouTube. I developed and maintained external advertising partnerships with companies such as The Times and Venue Directory.

International Content Coordinator

Perform Group • August 2011 – December 2012

I managed digital content from the international team across fourteen languages, ensuring content was delivered to standards and Legal & Regulatory requirements. I managed Perform Group's international pre-tournament content packages for Euro 2012 and the London Olympics. As one of the lead coordinator for the International Team, I oversaw the onboarding of new journalists and coordinators and created training manuals for our systems and operations. I assisted with ad-hoc content creation, writing, editing, and voicing French video content.