




PAUL NAPHTALI

FOUNDER OF GENOWRITE CONTENT MARKETING SPECIALIST

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 www.genowrite.com/services

RELEVANT SKILLS

- Technical writing
- Content marketing
- Online copywriting
- Academic research
- Knowledge translation

SOFTWARE-BASED SKILLS

- Microsoft Office
- Website building - Wordpress
- Graphic design - Canva

WRITING AND COMMUNICATIONS EXPERIENCE



Founder and Science Writer Genowrite

Feb. 2023 - Present (7 months)

- Synthesized and summarized gut health research for healthcare practitioners
- Wrote case studies, white papers, and application notes touting novel spatial transcriptomics, mass spectrometry, and NGS-based technologies
- Produced website copy about DNA diagnostics for clients
- Composed blog articles on diverse topics including the gut microbiome, multiplex immunoassays, and confocal microscopy



Contract Science Writer Biofluent Communications

May 2022 - Present (16 months)

- Wrote blog articles showcasing life science companies as thought leaders in nutrition, the 'omics, and diagnostics
- Produced technical and application notes on next-generation sequencing (NGS) and NGS library preparation workflows
- Curated social media posts promoting webinars, conference presentations, and content marketing
- Edited content marketing documents about DNA- and RNA-based technologies to meet FDA regulations



Contract Medical Writer Kristina Campbell Microbiome Communications Group

Mar. 2022 - Dec. 2022 (10 months)

- Conducted literature reviews pertaining the gut microbiome and its role in health
- Fact-checked academic research literature about human microbiome topics, such as the gut-liver axis
- Transcribed seminar presentations into diverse written formats, including blog posts

WRITING AND COMMUNICATIONS EXPERIENCE



Regional Advocate

Cystic Fibrosis Canada - Hamilton Chapter

June 2020 to August 2022 (2 years, 2 months)

- Participated in advocacy efforts to make Trikafta, a novel medication treating the cause of cystic fibrosis, available for Canadians
- Interpreted and explained to government official the positive health outcomes associated with Trikafta treatment for cystic fibrosis patients
- Conveyed and convinced the importance of fast-tracking Trikafta through the CADTH and PMPRB drug approval processes to a local Member of Provincial Parliament

CERTIFICATIONS AND AWARDS



Studentship award recipient

Cystic Fibrosis Canada
2018-2020



Travel grant award for ASM

Microbe 2016
McMaster University
2016



People's Choice Awards

Three Minute Thesis
2015

EDUCATION



PhD, Biochemistry and Biomedical Sciences

McMaster University

PhD Candidate; 2017-2022

- Wrote a literature review writing on cystic fibrosis infectious disease
- Applied the 'omics to annotate a new *P. aeruginosa* strain infecting cystic fibrosis patients
- Conducted grant writing to fund doctorate research
- Prepared slide decks for seminar and poster presentations



MSc, Biology

McMaster University

Graduated: 2016

- Wrote a research publication at the Journal of Water and Health
- Applied 16S rRNA sequencing and qPCR to monitor fecal contamination in private groundwater systems
- Produced a technical report detailing research methods and results to city officials



BSc, Biology

Redeemer University

Graduated: 2014