




# PAUL NAPHTALI

## FOUNDER OF GENOWRITE BIOTECH COPYWRITER AND CONSULTANT

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 [www.genowrite.com/services](http://www.genowrite.com/services)

### RELEVANT SKILLS

- Technical writing
- Online copywriting
- Marketing consultation
- Academic research
- Knowledge translation
- Mentorship

### SOFTWARE-BASED SKILLS

- Microsoft 365
- Website building - Wordpress
- Graphic design - Canva
- Social media management - Buffer

## WRITING AND COMMUNICATIONS EXPERIENCE



### Founder and Science Writer Genowrite

*Mar. 2023 - Present (1 year 9 months)*

- Consulted biotech small- and medium-sized enterprises (SMEs) on content marketing strategies
- Composed online copy on protein synthesis, the 'omics, microbiome research, and clinical diagnostics
- Partnered with other marketing agencies and conference providers to support copywriting efforts, including email and social media copy and interviews
- Mentored aspiring science writers on copywriting for the biotech industry



### Contract Science Writer Biofluent Communications

*May 2022 - January 2024 (21 months)*

- Wrote stories showcasing life science companies as thought leaders in nutrition, the 'omics, and diagnostics through blog articles and editorial articles
- 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 story behind Trikafta and 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