

ZAINAB FATIMA [PhD]

Medical writer, copywriter, and editor with expertise in creating regulatory and healthcare promotional materials for HCPs, patients, and stakeholders. I also write high-science grants for industry and biotech. I work with an extensive engagement network of subject matter experts (SMEs), key opinion leaders (KOLs), and digital opinion leaders (DOLs) in medical science.

Therapeutic Areas:

Rare genetic diseases,
Psychiatry, Neurology,
Oncology and Mental Health

Specialty Topics:

AI/ML Strategy, LLMs, data
science, modeling/prediction,
behavioral economics

Referencing & Databases:

EndNote, RefWorks, PubMed,
Web of Science, Scopus,
Sciencescape, MedScape

Research Administration

Clinical Study Reports, Safety
Narratives, Ethics, Informed
Consent, Client Management

Marketing & Advertising:

Social Media, Omnichannel, SEO

Healthcare promotional materials:

Conference posters/booth
panels, Infographics/brochures,
speaker programs, discussion
guides, science translation
materials, explainer videos, MoA/
MoD animations, web design,
narratives, lexicons, immersive,
AR/VR, interactive visual aids,
regulatory compliant product
labels.

UX/UI/Creative:

Adobe Creative Cloud, Figma,
Miro

Teaching:

Instructor: Seneca College, Univ
of Toronto, York Univ Evaluated
3500+ research papers, 30+
courses, class sizes 10 - 600
students.

Mentorship:

Mentored 25+ undergrad/grad
students and postdocs in
research, healthcare startups,
and biotech (e.g. Trialect,
DementiaHack)

Communication Tools:

Microsoft products (e.g. Teams,
Office suite etc.), Slack, Trello,
Basecamp, Freedcamp
Adobe Acrobat

Professional Highlights:

Principal Consultant – Strategy & Partnerships

Jan 2023 – Present

Medknowl Inc.

- Write, edit and review grants, project proposals, FDA submissions in medical science
- Develop healthcare promotional materials for teams and clients (see comprehensive list above)
- Create digital marketing strategies (omnichannel) using AI-based tools for content generation
- Foster knowledge exchange within networks of HCPs, SMEs, KOLs/DOLs
- Presentation to clients and speaking engagements in academia and industry

Research Director

Apr 2021 – Dec 2022

Micron Manufacturing Inc.

- Coordinated cluster-building activities for initiating feasibility studies/pilot projects for new healthcare product lines (NGen Manufacturing).
- Bid for large-scale government tenders that enable local manufacturing of healthcare products. Grants/bids/contracts secured – \$385,000

Managing Director

Mar 2020 – Apr 2021

Candid Clean Corp.

- Formulated a hard surface disinfectant during the pandemic and obtained all Health Canada regulatory approvals – MDL, MDEL, DEL, NPN
- Drafted product labels, Safety Data Sheets, and SOPs for QA
- Developed digital marketing campaigns using Google Ads/SEO for sanitizer promotion.

Research Director (Mitacs Elevate)

Sept 2017 – Mar 2020


York University


- Designed clinical trials for testing neurofeedback training protocols (“Memoride” now rebranded to “Sensaride”).
- Wrote grants, research ethics proposals, debriefing questionnaires, and progress reports.
- Created outreach materials translating complex neuroscience research into science communication for newsletters, media releases, HCF, and patient use.

zainab.fatima.phd@gmail.com

+1 647.300.9416

Toronto, Canada

LinkedIn profile: 

Google Scholar: 

Writing Portfolio: neurozee.com

EDUCATION

Ph. D., Medical Science

Faculty of Medicine,
University of Toronto*
2009–2016

M. Sc., Medical Science

Faculty of Medicine,
University of Toronto*
2005–2008

Hon B.Sc., Neuroscience

Faculty of Arts & Science,
University of Toronto*
2000–2003

*ranked #2 for most prolific health science
research in the world by Nature group

CERTIFICATIONS

Board Certified Medical Affairs Specialist

ACMA

Foundations of Project Mgmt Effective Communications

Mitacs Canada

ChatGPT – Market Research

Coursera Project Network

Google Data Analytics

Google

AI for Business Specialization AI Strategy & Governance

The Wharton School

MEMBERSHIPS

ACMA Insights

AMWA