

## KAREN F. VIEIRA, PhD, MSM

(877) GET-WRITING

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TheMedWriters.com

Karen@TheMedWriters.com

*Multi-talented combination of scientific experience, business savvy and enthusiasm for health and wellness.*

- ❖ PhD in Biomedical Sciences, MS in Management and trained as a science writer
- ❖ Owner of The Med Writers, a science writing and consulting company
- ❖ Alone and with the team, authored several manuscripts, books, e-books and more
- ❖ Speaker, author and trainer in scientific, medical and health fields
- ❖ On advisory boards for multiple clients, including schools and supplement companies
- ❖ Led the cell-based discovery team for health and wellness ingredients at Kraft Foods
- ❖ Experience teaching medical students, elementary-level teachers and fitness pros ❖  
Won every research competition entered during graduate school

### CURRENT POSITION

#### Owner of The Med Writers—Science Writing Agency (2007 to present)

As owner and manager of small science writing company, I manage a team of freelance PhD and MS-level science writers and consultants. Projects include writing, editing and proofreading manuscripts, grant applications, conference posters, textbooks, courses, certification exams, practice tests, website sales copy, self-help health books, Internet articles, e-books, sales letters, newsletters, flyers, scripts, product descriptions and product package inserts, plus creating or adjusting theoretical dietary supplement formulations and online video-recorded training.

Past and present clients and projects include:

- Achieve Magazine by Quest Asia
- Allura Skincare
- Aloeride®
- Aminogen
- Atlantic Publishing, FL
- **BIO - Biotechnology Industry Organization** □ biOasis Technologies Inc.
- Biotech Primer Inc.
- Business Development Advisors Inc
- Carbogen
- Physicians/Surg. College, Columbia U.
- Core Health Innovations
- Dept of Pharmacology, U. of Minnesota
- Dept of Cell Biology, Neurobiology & Anatomy, Medical College of Wisconsin
- **Dole Food Company**
- Dr. David Scharf, Periodontologist □  
Dr. Eldred Taylor, Taylor Med. Group
- **Dr. Mercola**
- Fertility Scope USA
- Fruitfina
- Global Neuroscience Initiative Foundation
- Gano Excel
- In Vitria
- **Kraft Foods**



- 1999 – Awarded Howard Hughes Science grant for undergraduate internship at Emory University
- 1999 – Awarded Junior of the Year in Biological Sciences, Florida Institute of Technology
- 1997 – Awarded Florida Institute of Technology Academic Scholarship

## OTHER EXPERIENCES

- 2008: Helped write and edit video script for a Maui Millionaires' semi finalist submission
- 2008: Worked with a biotech start-up advising firm, analyzing and marketing their clients' products both off and online while seeking funding for the start-ups and looking for licensees
- 2007-present: Wrote and sold e-books about nutritional therapies based on published studies
- 2006: Advisor for WebRoyal.com, going from 1 person start-up to >\$100K/year profits 1<sup>st</sup> yr
- 2005-2006: Co-founder of Lake Property Partners, a real estate investing company
- 2004: Instructed 1<sup>st</sup> year medical school molecular biology lab classes as teaching assistant
- 2002-2004: Trained/supervised a lab tech, undergraduate, high school and PhD students
- 2002-2004: Started many small businesses and ventures in graduate school including recruiting a team and making profits via sales as owner of an Amway business

## EDUCATION



### University of Florida

**2004**

#### PhD in Biomedical Sciences

#### Dept. of Biochemistry & Molecular Biology

Laboratory of Dr. Jorg Bungert

*Graduate Research Assistant*

Explored transcription factors/complexes for transcription of the  $\beta$ -globin gene locus

- Techniques included chromatin immunoprecipitation assay (ChIP), cell culture, PCR and real time PCR, transfections, Western and Southern blot, cloning, agarose gels and UV visualization, reverse transcription, *in vivo* footprinting, site-directed mutagenesis, capturing chromosome conformation (3C), flow cytometry and fluorescence *in-situ* hybridization (FISH)

Forensic Toxicology Laboratory of Dr. Bruce Goldberger

*Rotation Graduate Research Assistant*

Quantitated thiopental (anesthesia in lethal injection) in post-mortem blood of inmates

- Acid extraction on blood samples and gas chromatography

Molecular Genetics & Microbiology Laboratory of Dr. Lung-Ji Chang

*Rotation Graduate Research Assistant*

Investigated APP up-regulation by HIV infection

- Cell culture infection assays with HIV, RNA isolation and Northern blot



### University of Florida

**2003**

#### Master of Science in Management from MBA Program

- Classes included accounting, economics, statistics, writing, communication, business law, finance, operations, marketing, entrepreneurship and human resource management.



### Florida Institute of Technology

**2000**

#### BS in Molecular Biology with high honors

Laboratory of Dr. Alan Leonard and Dr. Julia Grimwade

*Undergraduate Researcher*

Footprinted Fis and HU proteins at the *E. coli* replication origin

□ *In vitro* footprinting

Office of Dr. Thomas Adamkiewicz

*Howard Hughes Summer Undergraduate Intern*

Emory University and Grady Memorial Hospital, Atlanta, GA

Determined that liver iron is more accurate than ferritin levels in estimating iron overload in children with sickle cell disease

□ Retrospective chart review, graphing and correlation analysis



### **Kraft Foods-Sponsored Short Courses**

05/2006 – Stephen Covey’s —The 7 Habits of Highly Effective PeopleII 3-day course

04/2006 – Mind Gym’s —Influence & PersuasionII ½-day course

06/2005 – Power of Differences 1-day course on diversity

05/2005 – Problem Solving and Decision Making 2-day course



### **Other Courses**

2009 – Online class with Brooklyn College CE Technical Writing Certificate curriculum

2007 – Writers’ Village University online classes (News Writing, Writing Articles and Writing for a Living)

2006 – NIH Complementary and Alternative Medicine online continuing education series

## **PUBLICATIONS**

- ▣ Lakhan SE, **Vieira K**, Hamlat E. Biomarkers in psychiatry: drawbacks and potential for misuse. *International Archives of Medicine*. 2010 Jan 12;**3**:1.
- ▣ Lakhan SE, **Vieira KF**. Pathophysiology of schizophrenia. *Annals of General Psychiatry*. 2009;**8**:12.
- ▣ Lakhan SE, **Vieira KF**. Nutritional therapies for mental disorders. *Nutrition Journal*. 2008;**7**:2-10.
- ▣ Crusselle-Davis VJ, **Vieira KF**, Zhou Z, Anantharaman A, Bungert J. Antagonistic regulation of beta-globin gene expression by helix-loop-helix proteins USF and TFII-I. *Molecular and Cellular Biology*. 2006;**26**(18):6832-43.
- ▣ Levings PP, Zhou Z, **Vieira KF**, Crusselle-Davis VJ, Bungert J. Recruitment of transcription complexes to the beta-globin locus control region and transcription of hypersensitive site 3 prior to erythroid differentiation of murine embryonic stem cells. *FEBS Journal*. 2006;**273**(4):746-55.
- ▣ **Vieira KF**, Levings PP, Hill MA, Crusselle VJ, Kang SH, Engel JD, Bungert J. Recruitment of transcription complexes to the  $\beta$ -globin gene locus. *Journal of Biological Chemistry*. 2004;**279**(48):50350-7.
- ▣ Leach KM, **Vieira KF**, Kang SH, Aslanian A, Teichmann M, Roeder RG, Bungert J. Characterization of the human beta-globin downstream promoter region. *Nucleic Acids Research*. 2003;**31**(4):1292-301.

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• **Vieira K**, Kang SH, Bungert J. Combining chromatin immunoprecipitation and DNA footprinting: a novel method to analyze protein-DNA interactions in vivo. *Nucleic Acids Research*. 2002;**30**(10):e44.

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**MEETING POSTERS & PRESENTATIONS**

• **Vieira KF**, Crusselle VJ, Levings PP, Kang SHL, Bungert J. Regulation of transcription complex recruitment to  $\beta$ -globin gene locus during cell cycle. *Miami Nature Biotechnology Winter Symposium on Cell Cycle and Chromosomes*. 2004.

• **Vieira KF**, Bungert J. *In vivo* analysis of protein-DNA interactions in the  $\beta$ -globin gene locus. Annual Meeting of ASHG. *The American Journal of Human Genetics*. 2003;**73**(5):352.

• **Vieira KF**, Aslanian A, Bungert J. *In vivo* analysis of protein-DNA interactions in the  $\beta$ -globin gene locus. Annual Chromatin & Chromosomes Meeting. *Biochemistry and Cell Biology*. 2003.

• **Vieira KF**, Adamkiewics T. Liver iron is more accurate than ferritin levels in estimating iron overload in children with sickle cell disease. Annual Meeting of American Society of Hematology. 1999.

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**OTHER SKILLS**

- Can communicate effectively with doctors, scientists, engineers and business professionals
- Can quickly analyze documents or ideas to determine pros/cons and suggest improvements
- History of doing paid endorsements for promising start-up food and supplement companies
- Proficient in Microsoft Office Suite, Acrobat, EndNote, Dreamweaver and other programs
- Collaborator with web designers, writing copy for medical websites to suit the user interface
- Friendly but firm and goal-oriented manager that enjoys uplifting and motivating the team

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