

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**
- Life Ionizers
- Marsys
- Neumind International School
- NeuroCare
- Northeast Fisheries Science Center
- Oragenics
- Orthopedic Surgery & Sports Injury Clinic of Gulfport, Miss.
- Oxford Naturaceuticals
- Precision 3
- Preemptive Healing
- **Sechrist Industries Inc.**
- Shore Publishing
- Stevia Germany
- The Spinal Research Foundation
- The People’s Chemist
- Triarco Industries
- Tuta Point
- **World Health Organization**

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PREVIOUS POSITION AT KRAFT FOODS

Consultant (2007)

As a consultant, I planned cell culture studies for diabetes and wrote the project proposals.

Research Scientist (2005 to 2007 – 2½ years)

In Long Term Research, started bone health research project, discovering and prioritizing bone health ingredients using cell culture, followed by planning pre-clinical trials. In Global Nutrition Research, started a similar project for diabetes and served as advisor for a \$10 million research joint venture between Kraft and a biotech start-up.

- Started from ideation, writing proposals to sell the idea to marketing sector to obtain funding.
- Hypothesized 40 food-related compounds (mostly phytochemicals and dairy proteins) novel for bone health based on effects on known metabolic pathways.
- Arranged for and managed contract labs doing all the cell culture studies.
- Managed the technician testing positives for suitability in several Kraft products.
- Determined lead compounds based on patent potential, *in vitro*, sensory and shelf life data.
- Proposed expansion of ingredient discovery to high throughput library screening.
- Made strategic plan to move from *in vitro* studies to animal and clinical trials.

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AWARDS & HONORS

- 2009 – Consistently ranked in the top 35 writers on Elance.com out of >22,000 writers
- 2008 – Edited essay chosen as semi-finalist in Maui Millionaires’ Big Business Contest (odds of ~1%)
- 2007 – Was quickly promoted to a “Premier” writer on Elance.com due to 100% positive feedback
- 2007 – Was selected to teach a module at KFIT, Kraft’s prestigious international managerial training
- 2006 – Awarded for volunteering as a Kraft Foods New Employee Coach
- 2004 – Won 1st place in University of Florida Medical Guild graduate student research competition
- 2004 – Awarded UF College of Medicine Minority Affairs Outstanding Academic Achievement
- 2004 – Won 1st place in UF Biochem & Molecular Bio. Dept. graduate student research competition
- 2004 – Awarded University of Florida Student Government travel grant
- 2004 – Awarded University of Florida Dept. of Biochemistry & Molecular Biology travel grant
- 2003 – Awarded Center for Entrepreneurship & Innovation scholarship to attend 1 week course
- 2000 – Funded by University of Florida Alumni Fellowship for tuition waiver and stipend
- 2000 – Best presentation in Florida Tech Tri-Beta biological society senior research competition
- 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

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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 1st yr
- 2005-2006: Co-founder of Lake Property Partners, a real estate investing company
- 2004: Instructed 1st 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 β -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 People” 3-day course

04/2006 – Mind Gym’s “Influence & Persuasion” 1/2-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 β-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.
- ▣ **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.



MEETING POSTERS & PRESENTATIONS

- ▣ **Vieira KF**, Crusselle VJ, Levings PP, Kang SHL, Bungert J. Regulation of transcription complex recruitment to β-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 β-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 β-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.



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