

BRENDA E. PATOINE

Health and Science Communications Specialist

9 Lyons Avenue, #3
South Burlington VT 05403
914.204.6438 (mobile)

BrendaPatoine@gmail.com

Summary

Health communications consultant, veteran science writer, and blogger with deep experience in public-health promotion, strategic marketing, social media, and project management.

- Independent communications-business owner; smart, savvy self-starter
- Strong writer/editor specializing in health, science and medical topics
- Adept at translating complex information into understandable, news-you-can-use writings for a range of applications and audiences
- Experience with all project phases, from planning, analysis and development to execution and evaluation, in team environments or independently
- Social-media proficiency; manages several pages across various platforms

ScienceWrite Medical Communications (1989-present)

Founder & President, Sole Proprietorship Writing & Marketing Consultancy

- I launched my consultancy in New York City in 1989 with a single neuroscience client and a strong background in journalism and marketing, and have built it into a successful freelance writing business that has sustained me for 30+ years.
- The primary focus of my business is developing health and science communications for public and professional audiences, under my own byline as well as for non-profit and corporate clients.
- My primary specialty is neuroscience and how it relates to public health; I also write about health, medicine, fitness, holistic wellness practices, science and spirituality, and bhakti yoga.

Specific writing clients and projects include:

- CDC Healthy Brain public health campaign; National Institutes of Health/National Center for Research Resources; The Dana Foundation, Dana Alliance for Brain Initiatives, and Dana Press; The Epilepsy Foundation; The Christopher Reeve Foundation; AARP/NRTA; Bachmann-Strauss Dystonia Foundation
- Staying Sharp (for Dana/AARP), a series of comprehensive brochures to promote healthy brain aging. Series topics: *Learning Throughout Life; Successful Aging & Your Brain; Memory Loss & Aging; Depression; Quality of Life; Chronic Health Conditions*
- Contributor to: *Seven Days; Annals of Neurology* (NerveCenter news section); *BrainWork*, The Neuroscience Newsletter of the Dana Foundation; *Epilepsy USA* (magazine of the Epilepsy Foundation); *Cerebrum* (for "Mental Retardation" and "Architecture and the Brain"); *NCCR Reporter* (an NIH publication)
- *BrainBeat* series of publications for science journalists, including: NeuroImmunology; The Brain As It Ages; Learning & Memory; The Brain-Body Connection; Evolution and Development of the Brain
- *Advances in Brain Research*, annual Q&A with leading neuroscientists on timely brain topics
- Corporate/fundraising brochures: Farber Institute for Neurosciences (non-profit research institute); The Goddess Fund (non-profit women's stroke foundation); EMDR-HAP (non-profit trauma-treatment fund).
- Web site content: Dana.org, non-profit brain-information foundation; alzinfo.org, a non-profit Alzheimer's information site; Jefferson.edu/fin, the Farber Institute for Neurosciences site

Employment History (Relevant Highlights)

KETCHUM PUBLIC RELATIONS (NYC) Senior Account Executive, 1989

- Managed three accounts in the area of nutritional health; researched, developed and orchestrated nutritional-information campaigns to specific audiences; developed strategically messaged written materials; managed a range of public relations tactics including celebrity spokesperson, media outreach and tracking, professional education and public information.
- Primary clients: Council for Responsible Nutrition (supplement trade group); Hoffman-LaRoche (for supplements), and the Beef Industry Council (for nutrition education).

EDELMAN PUBLIC RELATIONS (NYC) Senior Account Executive, 1987-89

- Co-managed a million-dollar multifaceted public relations campaign to support the market launch of **Advil** (Whitehall Laboratories), focused on preventing sports injuries.
- Created, planned and implemented a national corporate-fitness campaign and multi-city celebrity media tour, including national launch party, educational materials, press relations, and direct-to-consumer outreach.

PORTER-NOVELLI PUBLIC RELATIONS (NYC) Account Executive, 1985-87

- Developed and managed public relations programs for several clients, encompassing market research and strategic development events management, media outreach and tracking, and writing promotional support materials.
- Primary clients: Bristol-Myers (for cancer research); Kraft-General Foods (for Sanka, Jell-O); National Enquirer (for "hero" awards); Philip Morris USA (for sports marketing), and Delsey Luggage.

ST. MICHAEL'S COLLEGE PUBLIC INFORMATION DEPT. (Winooski, VT) Assistant to the Director; Staff Writer, 1983-85

THE VERMONT CATHOLIC TRIBUNE (Burlington, VT) Staff Correspondent; Photographer, 1982-85

THE DEFENDER (weekly newspaper) (Winooski, VT) News Editor; Copy Editor; Staff Photographer, 1982-85

THE WEEKLY NEWS (Lyndonville, VT) Columnist; Staff Correspondent, 1979-81; Typesetter, 1978

Education

ST. MICHAEL'S COLLEGE, Winooski, VT Bachelor of Arts Degree, Journalism (Political Science minor), 1985

UNIVERSITY OF PENNSYLVANIA, Center for Neuroscience and Society Neuroscience Boot Camp (Intensive seminar in neuroscience topics and techniques) Directed by Martha Farrah, Ph.D. Certificate of Completion, 2009