

ZOEY FONG LAI GUAN

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PROFESSIONAL SUMMARY

Biomedical researcher turned science communicator with 7+ years of diverse experience across wet lab, clinical, and CRO environments. Co-author of 8 peer-reviewed publications in peer-reviewed journals with impact factors up to 5.7 (h-index 4; total 53 citations as of 2026). By applying a first-hand understanding of laboratory methodologies and research work processes, I translate that technical depth of science into clear content that even non-specialists can use: articles, infographics, videos, visual assets, and strategies for clients in health, biotech, and business education. PMP certified. Lean Six Sigma Green Belt. Bilingual in English and Mandarin. I manage content the way I manage labs: with a clear system, a firm deadline, and no loose ends.

CORE COMPETENCIES

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|-----------------------------------|---------------------------------|---------------------------------|
| ► Science Writing & Editing | ► Content Strategy | ► Medical Writing |
| ► Stakeholder Communication | ► Project Management (PMP) | ► Science Communication |
| ► Video and illustration creation | ► Audience Analysis | ► Multi-format Content Creation |
| ► Training & Mentorship | ► Editorial Workflow Management | ► Bilingual Content (ENG/CN) |

WORK EXPERIENCE

Science Communication Consultant (Freelance)

2024 – Present

ZynthoLab | Singapore

- Ghostwrite medical and health science articles for biotech clients, translating peer-reviewed research into scientifically accurate, accessible content for professional and general audiences.
- Produce multi-format content such as banners, video, and lead-generation assets for an ongoing client in financial education, contributing to sustained digital audience growth.
- Manage full content production workflows end-to-end (brief → draft → revise → deliver) across concurrent client projects, applying PMP-trained project discipline to consistently meet deadlines.
- Partner with founders and subject-matter experts to develop a content strategy and message that serves non-specialist audiences without sacrificing scientific accuracy.

Senior Customer Service Representative

Oct 2024 – Present

Thermo Fisher Scientific | Singapore

- Support APAC key accounts contributing to a **USD 1.2M quarterly revenue** stream, requiring technically fluent and compassionate communication with laboratory distributors, procurement teams, and laboratory stakeholders.
- Resolve **100+ complex cases per month** with a **95% on-time resolution rate** through proactive, relationship-focused communication, contributing to a **10% increase in long-term customer retention**.
- Apply AI tools and structured project management frameworks to streamline communication workflows and reduce response times for high-priority accounts.

Research Assistant & Lab Manager

Apr 2020 – Dec 2023

Lee Kong Chian School of Medicine, NTU | Singapore

- Co-authored **8 publications** in top-tier peer-reviewed journals (e.g., *NeuroImage*, *Frontiers in Cell and Developmental Biology*); spearheaded figures and manuscript development in alignment with international editorial benchmarks.
- Recruited and prepared **32 participants** for a complex EEG-fMRI clinical neuroimaging study, demonstrating communication skills in explaining the project clearly to non-expert participants and ensuring ethical compliance from start to finish.
- Maintained biobank integrity for **115 human biological samples** (blood, urine, stool) across the BAMMBE cohort, requiring meticulous documentation and unambiguous record-keeping.
- Redesigned the lab's entire filing, SOP, and inventory system, cutting audit preparation time by **1 full day** and reducing time-to-locate materials by **10 minutes per experiment**.
- Trained and supervised **20+ lab users** (including undergraduates and PhD students), ensuring standardised lab practices and biosafety compliance.
- Presented research findings in high-stakes internal project meetings, distilling complex experimental datasets into clear, actionable narratives for multi-disciplinary audiences.

Laboratory Assistant

Feb 2019 – Feb 2020

Eurofins Central Laboratory (CRO) | Singapore

- ▶ Managed storage, tracking, and analysis of **1,000+ clinical trial samples** in a regulated CRO setting, maintaining data integrity standards critical to clinical trial validity.
- ▶ Delivered sample analysis data within strict 48-hour turnaround requirements; optimized data management workflows, improving service quality metrics by **15%**.

Quality Control Technologist

Sep 2014 – Aug 2016

MP Biomedical Asia Pacific Pte Ltd | Singapore

- ▶ Evaluated product performance and ensured compliance with ISO 9001 and GMP standards.
- ▶ Mentored new team members and improved team consistency.

SCIENCE COMMUNICATION & CONTENT WORK

- ▶ **Medical writing:** Ghostwritten health science articles for biotech clients, translating clinical research into professional-audience content.
- ▶ **Video scripting & visual content:** Produced video and visual assets for client projects, adapting technical concepts for non-specialist viewers.
- ▶ **Content strategy:** Ongoing content and lead-generation work combining science communication principles with audience engagement strategy.
- ▶ **Public communication:** President of YD Toastmaster Club (2025-now) — led digital outreach content strategy that grew club membership by 20%; active public speaking practitioner.
- ▶ **LinkedIn science content:** Creates and publishes original science communication content for professional audiences, building personal branding.

EDUCATION

Master of Engineering — Chemical & Biomedical Engineering

Oct 2022 – Feb 2024

Nanyang Technological University, School of CCEB | Singapore

Research: Development of Novel Intranasal Therapeutic Nanoclusters for Traumatic Brain Injury

Bachelor's Degree (Hons) in Biomedical Science

Oct 2016 – Dec 2018

Northumbria University | United Kingdom

Diploma in Biomedical Science

Apr 2011 – Apr 2014

Republic Polytechnic | Singapore

LEADERSHIP & PROFESSIONAL MEMBERSHIPS

President

May 2025 – Present

YD Toastmaster Club

Member

Feb 2024 – Present

Project Management Institute — PMP Singapore Chapter

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

PMP® (Project Management Professional) - Project Management Institute
Foundation of Digital Marketing & E-Commerce - Google

Lean Six Sigma Green Belt - TUV SUD
Attract & Engage Customers with Digital Marketing - Google

TOOLS & SOFTWARE

Content & Design	Canva · CapCut · WordPress · Microsoft Office Suite (Word, PowerPoint, Excel) · Gemini AI
Project & Workflow	Notion · Zapier · Power BI · project management frameworks (PMP) · Claude · Gemini AI
Research & Data	PRISM GraphPad · Zotero
Languages	English (fluent) · Mandarin Chinese (fluent) · Cantonese (conversational)

References available on request · Full publication list available via Google scholar