



NIDHI PAREKH

Science and Health
Communications Consultant

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 thesharedmicroscope.com

I am an internationally renowned science and health communications consultant, the host of #SciCommChat (on Twitter), and an activist for narrowing the gender health gap. Additionally, I am an expert content creator and digital strategist for high-profile clientele in the life sciences and biotechnology sectors. To date, I have written peer-reviewed articles for journals, created health resources for healthcare workers, and developed content and strategy for my clients. I am also a bylined healthcare journalist, specifically in the field of vaccine hesitancy and health equity.



I am an invited speaker to the University of Rochester, University of Minnesota, McMaster University, Rutgers-Camden University, and the Science Talk 2022 Conference, where I trained science communicators on best practices for COVID-19 vaccine communication, starting out in the field of science and health communications, making science communication more accessible and inclusive, and boosting engagement with science via digital media.



PFIZER

- Creating consistent, reliable, and trustworthy resources for doctors and patients on the PfizerPro website. [Confidential](#).

JOHNSON & JOHNSON

- Created internal documents to highlight the work J&J did with Advances in Surgery to create a COVID-19 resource hub for doctors and surgeons globally. [Confidential](#).

KAPLAN

- Drafted 4 white papers on topics on improving teaching and learning at nursing/medical school.
- [Link to paper on using virtual simulation in the nursing environment](#).

SPRINGER HEALTHCARE

- Created a complete "Introduction to Immunology" course. [Confidential](#).

PANCREATIC CANCER UK (PCUK)

- Writing lay audience-friendly briefs for the Clinical Trials Tracker on the PCUK website.
- Link: [DISSECT Trial summary](#)

SANO GENETICS (A CAMBRIDGE UNIVERSITY STARTUP)

- Writing personalized genetic reports for the Sano Genetics website as well as ideating "fun" genetic traits to increase awareness about Sano's work.
- Links: Genetic reports on [sleep movement](#), susceptibility to [cold](#) and [flu](#), and [greying](#).

BRAIN BALANCE (AFFILIATED WITH HARVARD UNIVERSITY)

- Translating research on ADHD from the laboratory to parents of children with cognitive challenges.
- [Link to research from Harvard University translated for parents](#).

[SAYANA MEDICAL](#)

- Drafting website copy for Sayana Medical to improve their SEO and ranking on Google.

JOY ORGANICS

- Writing content for the Joy Organics website.
- Link: Blog post titled "[7 things you probably don't know about immune health](#)".

[HOLLYWOOD HILLS RECOVERY](#)

- Drafting the website copy for Hollywood Hills Recovery - a rehabilitation centre in the private hills of LA.

SCICOMM CLUB

- Creating a community for science communication (SciComm) professionals to network
- Hosting #SciCommChat weekly - an engaging chat on Twitter - for professionals to discuss SciComm and improve their SciComm skills.
- Establishing authority in the field of SciComm.

Tweets 229	Tweet impressions 165K	Tweets 377	Tweet impressions 153K
Profile visits 11.8K	Mentions 535	Profile visits 18.3K	Mentions 795
New followers 223		New followers 212	

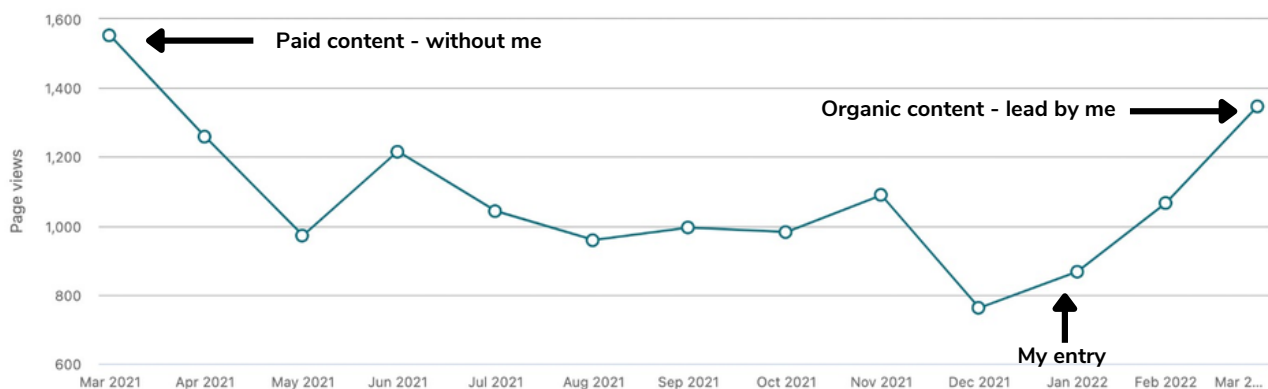
FLUIDIC ANALYTICS (A CAMBRIDGE UNIVERSITY STARTUP)

- Creating social media and website content and strategy for Fluidic Analytics.
- Link: [Created Twitter content including video asset](#)
- Link: [Created LinkedIn content including video asset](#)

Visitor metrics ⓘ Time range: Mar 1, 2021 - Mar 29, 2022 ▾ Page: All Pages ▾ Metric: Page views ▾

Aggregate desktop and mobile traffic

On ☒



YOUR WORK WILL BE IN GREAT HANDS!



Brittany Weller, PhD, PMP · 1st

Content Development Manager, Springer Healthcare

February 28, 2021, Brittany worked with Nidhi on the same team

All LinkedIn members

On

Nidhi is a very talented medical/scientific writer. She successfully transformed a rudimentary outline into a comprehensive, well written piece. In addition to her writing skills, she also has excellent time management skills. She was able to work under rushed conditions without sacrificing quality. I highly recommend Nidhi for any writing projects you need completed. I hope to be able to work with her again in the future!



Sheeva Azma · 1st

Freelance Writer, Editor, and Digital Comms Strategy: Science, Technology, Biz/Finance, Health, and Policy

July 3, 2020, Sheeva worked with Nidhi on the same team

All LinkedIn members

On

I worked with Nidhi on a series of blog posts about timely topics in science which are relevant in the ongoing COVID-19 pandemic. Based on my experience working with Nidhi, I can say that she is a true professional with a keen mind for creative projects. She is a talented science writer and illustrator and an absolute joy to work with. Her work is top-notch quality and she has excellent communication skills. She can help take a project from a simple, kind of vague idea to a well-executed content strategy. In working on our collaborative blog posts, I relied heavily on Nidhi's technically precise science writing, and her ability to digest a large amount of technical information and summarize it in a way that can be understood by a general audience. I feel very grateful to have met Nidhi and look forward to many fruitful collaborations together in the future!

Corporate Healthcare Company Website Copy Creation

★★★★★ 5.00 Oct 13, 2020 - Oct 27, 2020



"Nidhi is a phenomenal writer. Very educated on the health industry and provided great feedback to get the task done quickly and up to our standards."

Conversational article on market access (specifically specialty drugs- manufacturer to patient)

★★★★★ 5.00 Feb 23, 2021 - Feb 28, 2021



"Nidhi is a very talent science/medical writer. I provided her with a brief outline highlighting topics, and she transformed it into a well written piece matching the flow/syntax I requested. She took the initiative to do her own research on the topic and ensured the piece was well referenced. Also, she checked in with me frequently to ask relevant questions and provided me with interim drafts to review. She also was amendable to working under the tight timeline I had requested. All in all, working with Nidhi was a great experience, and she made the whole process a stress free experience. I highly recommend Nidhi for any writing needs you may have--- especially medical, scientific, or related subjects."