

# Anastasija Slapina

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## WORK EXPERIENCE

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**Scientific Marketing Specialist, Microbiology,** *Beckman Coulter Diagnostics* 01/2025 – 01/2026

- Authored and updated internal sales resources, including fight sheets, battle cards, and sales training presentations.
- Contributed to the creation of scientific reports, presentations, and posters, ensuring accuracy and clarity in complex scientific information.
- Managed a LinkedIn external newsletter, engaging over 10,000 subscribers.
- Conducted scientific and competitive monitoring through online research and in-person events.
- Distributed a monthly internal newsletter, fostering regular information sharing within the organisation.
- Developed a variety of promotional materials, including advertisements, written articles, podcast scripts, brochures, audiograms, flyers, and more.

**Scientific Marketing Intern, Microbiology,** *Beckman Coulter Diagnostics* 08/2023 – 01/2025

- Collaborated with cross-functional teams to create marketing collateral, driving product awareness and adoption.
- Ensured accuracy and relevance of scientific data in marketing materials for microbiology products.
- Analysed competitor activities to guide content strategy.
- Started an internal newsletter to improve team communication.

**Business Development Intern,** *Biomage* 02/2022 – 06/2023

- Worked together with bioinformaticians and software engineers to develop, host, and promote a single-cell RNA sequencing analysis platform.
- Enhanced platform visibility by publishing a blog, leading to more than a 4000% rise in website traffic.
- Created and updated a detailed user guide for the data analysis platform.
- Solely managed Twitter and LinkedIn profiles.

**Crewing Manager Assistant,** *Candina Baltica Group* 04/2019 – 09/2019

- Managed seagoing personnel administration, ensuring accurate crew lists and documentation.
- Handled visas and other documentation, reducing processing time and ensuring compliance.
- Made outbound phone calls to coordinate logistics, improving crew readiness.

## EDUCATION

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**Masters in Public Health, Epidemiology Specialism,** *University of Glasgow*

Graduated with Distinction.

Thesis titled "Why is Scotland Falling Short? Deprivation, Location, and Antibiotic Prescribing Patterns in Scottish Primary Care."

**Immunology BSc,** *University of Glasgow*

Graduated with First Class Honours.

## CERTIFICATIONS

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**The Data Science of Healthcare, Medicine, and Public Health,** *Coursera*

**Project Management: Healthcare Projects,** *Coursera*

**Essentials of Global Health by Yale University,** *Coursera*

**Content Marketing,** *HubSpot Academy*

## PROJECTS

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**Scientific Writing Portfolio**

I'm strongly interested in science communication.

Some of my published work is available at: <https://anastasijaslapina.journoportfolio.com> 

## SKILLS

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Cross-functional Collaboration, Content Creation, Independent Work, Marketing Strategy, R/RStudio, Science Writing