



# ALEX BINKS, PHD

FREELANCE PRINCIPAL MEDICAL WRITER AND CONTENT CREATOR

## CONTACT

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📍 Based in Sydney,  
Australia

## PROJECT EXPERIENCE

Both promotional and non-promotional medical education, including:

- Standalone medical education events and symposia
- Educational materials, training modules, videos and animations
- Digital applications and websites, including patient-focused content
- Promotional campaigns and materials, including detail aids, CFEs and leavebehinds
- Internal competitions and campaigns
- MSL training materials and clinical study decks
- Internal strategy, including brand plans and competitor analysis

## THERAPY AREA EXPERIENCE

- Ophthalmology
- Oncology
- Rare Disease
- Gastroenterology, rheumatology and inflammatory disease
- Biosimilars and generics
- Bone health

## PROFILE

A freelance medical writer and content creator with **over seven years'** experience in medical communications. I specialise in translating complex scientific data into engaging, strategy-driven content, offering services to both agency and pharma-side clients. In my most recent agency role, I operated as **Principal Medical Writer**, leading projects and collaborating within cross-functional teams.

I have a strong interest in digital technologies and AI – acting as AI coordinator in my last role – driving the ethical adoption of digital tools to enhance quality and efficiency.

## WORK EXPERIENCE

### Freelance Principal Medical Writer and Content Creator

July 2025–Present

### Principal Medical Writer

Synergy Vision (Australia)

May 2024–July 2025

- Created and delivered a wide range of medical education and promotional materials and programmes, from training modules and clinical study decks to symposia content and digital assets
- Translated scientific evidence into clear, engaging narratives that drove client strategy and supported behaviour change in healthcare professionals
- Developed key messaging, core claims and positioning strategies that aligned complex scientific data with brand and marketing objectives
- Partnered with clients as primary contact, building strong relationships and overseeing delivery of medical education programmes to meet strategic goals
- Led scientific input for RFPs and new business proposals, shaping communication strategies that secured account wins
- Introduced new digital approaches, including spearheading an AI and automation working group, overseeing company AI strategy and implementation
- Reviewed and refined content produced by junior writers, ensuring accuracy, consistency and adherence to client standards, supporting them with overall ongoing development

### Senior Medical Writer

Synergy Vision (UK and Australia)

November 2021–May 2024

### Medical Writer

Synergy Vision (UK)

April 2020–November 2021

### Medical Writer

Langland (formerly Publicis Resolute; UK)

July 2019–April 2020

### Associate Medical Writer

Langland (formerly Publicis Resolute; UK)

June 2018–July 2019



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## EDUCATION

**Doctor of Philosophy (PhD), Cancer Sciences**

**University of Glasgow, UK**

2014–2018

Investigating oncolytic viral approaches to cancer treatment and cell death mechanisms

**Bachelor of Science (BSc), Biomedical Sciences**

**University of Reading, UK**

2011–2014

Graduated with First-Class Honours

## REFERENCES

Available on request

## WORK EXPERIENCE

### Employee Trustee Director

Synergy Vision

March 2023–July 2025

- Elected position that I held in addition to my duties as Principal Medical Writer, representing the personal and financial interests of the employees of Synergy Vision, as shared owners of the company
- Attended quarterly meetings of the Board of Trustees, receiving financial and company updates from the Executive Board, influencing and voting on company financial decisions
- Chaired monthly Employee Council meetings, bringing together viewpoints from the wider company on day-to-day issues and ensuring opinions and suggestions are appropriately summarised for the Executive and Trust boards
- Held responsibility for championing employee ownership within the company, running induction sessions and speaking at Team Days and the Annual General Meeting

## SKILLS

- Strategic content development and problem-solving in pharmaceutical marketing
- Expertise in industry regulatory compliance and referencing (Veeva Vault, medical/legal/regulatory review)
- Confident public speaker and facilitator of client meetings, workshops and KOL engagement
- Proven ability to manage multiple projects, balance competing priorities, and lead cross-functional teams
- Adept at using Microsoft Office , including advanced level skill in PowerPoint and Word. Strong advocate for full use of the expanded Microsoft Suite, with experience using Excel, Outlook, Teams, Copilot, Loop, Lists, Planner, Whiteboard and To Do
- Strong skills with Adobe Acrobat, and comfortable using Photoshop, Premiere Pro, and Illustrator. Experience with other online design tools including Canva
- Advocate for ethical use of AI tools in workflows and constantly seeking out new tools for niche use cases. Experienced using Chat GPT and other LLMs
- Experienced with simple automation tools such as Zapier and n8n