

# Patricia Sayegh, PhD

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## Qualifications Overview

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- A well-qualified and technically-proficient research scientist with more than ten years' experience in scientific writing, experimental design, data management, complex univariate analyses, and knowledge translation.
- Creator and owner of AtMyTable which has a successful track record of working with brands and businesses to create content that helps them grow and promote their products.
- Proficient in web design, photoshop, SEO practices, and digital content creation and design.
- Excellent writing and verbal communication skills demonstrated in scientific peer-reviewed publications, blog articles and posts, and knowledge translation to diverse populations at various national and international fora.
- Able to demonstrate leadership and collaboration when managing a team and overseeing multiple projects from concept to fruition in order to maximize efficiency, facilitate project development, and provide needed support.
- Thrive under pressure in both collaborative and leadership roles.
- Able to meet deliverable deadlines and communicate regular progress updates by efficiently prioritizing a broad range of responsibilities
- Proficient at reviewing and editing existing documentation to ensure a logical flow of information, proper grammatical use, and appropriate formatting.

## Education and Training

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Owner of AtMyTable	2016-present
Research scientist/ Laboratory technician, Perception and Plasticity, Dr. Hoffman	2014-2017
Ph.D., Kinesiology and Health Science York University, Toronto	2009-2014
Neuroscience Diploma, York University, Ontario Canada	2009-2011
MSc., Kinesiology and Health Science, York University, Toronto	2007-2009
BA(Hons), Kinesiology and Health Science, York University, Toronto	2001-2007

## Skills and Assets

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**Content creation:** Adobe Photoshop, Adobe Premiere, Adobe Lightroom, Adobe Illustrator, Canva, Wordpress, iMovie.

**Business software:** Microsoft Office (Word, Excel, PowerPoint), Outlook, FTP servers

**Programming and data analysis:** MATLAB, SPSS, Chronux

**Social media platforms:** Facebook, Instagram, Pinterest, Youtube

**Photography:** DSLR canon camera, continuous light, softbox, diffusers,

**Languages:** English, Portuguese, French (limited)

## Professional Experience

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### **Lifestyle and Food Blogger / Content Creator**

2014-2017

I am the creator of AyMyTable which has started a food, parenting, and lifestyle blog ([www.at-my-table.ca](http://www.at-my-table.ca)) and social media account (@at.my.table). I create engaging content and well-performing articles that appeal to my specific audience on a regular schedule. In addition, I also partner with various brands and businesses to create digital content to promote their brand and vision.

- Created and developed our brand based on market research to target a specific audience type.
- Familiar and comfortable using SEO practices and content strategy and design.
- Responsible for designing and coding user-friendly websites using Wordpress, Weebly, and Blogspot.
- Develop, write, shoot and edit content and layout for e-books, recipe cards, videos, and articles using Adobe Photoshop, Adobe Premiere, and Lightroom.
- Detail-oriented, organized, and self-motivated with excellent analytical and research skills.
- Thrive to create and nurture relationships with influencers and businesses to build a network of potential customers using social media such as Instagram, and WordPress.
- Create and maintain a strict posting schedule with original content in order to optimize performance based on the usage analytics of my specific audience.
- Ensure that all content created for AtMyTable is produced accurately and timely and adheres to our brand and values.
- Our blog, [www.at-my-table.ca](http://www.at-my-table.ca) currently has over 8,000 views for this year with almost 4,000 unique visitors. Our Instagram page has just over 3,200 followers with an average engagement rate of ~8%.

### **Research Scientist / Laboratory Technician**

2014-2017

This job required excellent research potential, with a high level of decision making and analytical thinking, with an ability to actively contribute to the research project goals as well as a proven publication track record and a good standard of written English. An extremely important aspect of this job depended on my ability to interact with all the researchers, engineers, and technicians in a constructive, creative and professional manner.

#### *Research and development*

- Performed high-level reviews of the literature and scientific monitoring related to the ongoing research projects.
- In charge of reviewing and editing the written experimental protocols and procedures manuals for all ongoing projects in the lab.
- Responsible for establishing the written documentation on the procedures and operation manual for the CUBE system.
- Worked with research scientists, veterinary technicians, project managers, engineers, and machine shop personal to write and edit various documentations.

- Piloted and assisted in the implementation of the protocols and procedures for the CUBE project for the wireless recording of neural activity from a HS36 head stage (Neuralynx, Inc., Bozeman, Montana, USA).
- Assisted in the surgical preparations and establishment of all the surgical procedure manuals, technical requirement checklists, and post-operative notes.
- Operated the equipment used for electrophysiology and troubleshoot any issues that may arise.

#### *Management duties*

- Oversaw adherence to the research protocol and ethics and maintained detailed records of procedures and data on a daily basis.
- Trained and managed junior research scientists to ensure technical accuracy and adherence to the research protocol, in order to ensure successful project advancements were being made in a timely manner.

#### *Administrative duties*

- Reconciliation of grant purchases on a monthly and yearly schedule.
- Purchasing and receiving laboratory and office supplies and reviewing expenditures to ensure they are allocated to the correct projects.
- Responsible for all administrative tasks, such as procurement services, weekly meetings, agendas.

#### **Doctorate**

2009-2014

My doctorate training provided me with a strong foundation in research protocols, research ethics, data collection and analysis, and statistical techniques.

- Presented research extensively at international conferences attended by 30,000+ scientists and at national and local conferences attended by 200+ scientists.
- Prepared, presented and defended novel research proposals on various different topics (visuomotor transformations, plasticity, motor affordance) to a panel of experts in the field.

### **Scientific Publications and Invited Presentations**

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#### **Relevant peered reviewed manuscripts**

O. Talakoub, **P.F Sayegh**, T. Womelsdorf, W. Zinke, P. Fries, C. M. Lewis, K. L. Hoffman (2019) Hippocampal and neocortical oscillations are tuned to behavioral state in freely-behaving macaques. bioRxiv 552877; doi: <https://doi.org/10.1101/552877>

**P.F Sayegh**, D.J. Gorbet, K.L Hawkins, K. Hoffman, L.E Sergio. (2017) The contribution of different cortical regions to the control of spatially decoupled eye-hand coordination. *Journal of Cognitive Neuroscience*, 29(7), 1194-1211.

**P. F. Sayegh**, K. L. Hawkins, B. Neagu, J.D. Crawford, K. Hoffman, L. E. Sergio. (2014) Decoupling the actions of the eyes from the hand alters beta and gamma synchrony within SPL. *Journal of Neurophysiology*, 111(11), 2210-2221.

**P. F. Sayegh, K. L. Hawkins, K. Hoffman, L. E. Sergio.** (2013) Differences in spectral profiles between rostral and caudal premotor cortex when eye-hand actions are decoupled. *Journal of Neurophysiology*, 110(4), 952-963.

**K.M. Hawkins, P.F. Sayegh, X.Yan, J.D. Crawford, L.E. Sergio (2013)** Neural Activity in Superior Parietal Cortex during Rule-based Visual-motor Transformations. *Journal of Cognitive Neuroscience*, 24(3), 436-454.

### **Relevant Invited Presentations/Lectures**

York University Kinesiology Graduate seminar. Eye-hand coordination in the parieto-frontal network: exploring effector decoupling, November 29, 2013

Lecture: KINE 4505 3.0, Premotor cortex and movement control, March 7, 2013

Neuroscience seminar series. Oscillatory activity in premotor cortex during a dissociated reaching task, May 17, 2011.

York University Kinesiology Graduate seminar. Oscillatory activity in premotor cortex during a dissociated reaching task, March 25, 2011.

Lecture: KINE 4505 3.0, Premotor cortex and movement control, March 1, 2011.

International Conference on Parietal Lobe Function, Artis Zoo, Amsterdam, September 20-21, 2010.

Lecture: KINE 4505 3.0, Premotor cortex and movement control, March 9, 2010.

York University Kinesiology Graduate seminar. Oscillatory activity in premotor cortex during a dissociated reaching task, April 17, 2009.

Lecture: KINE 4505 3.0, Premotor cortex and movement control, April 28, 2009.

Lecture: KINE 4505 3.0, Stroke rehabilitation, November 27, 2007.

### **Artistic publications**

**P.F. Sayegh** (2014) Cover art published in the *Journal of Neuroscience* 111 (11)

**P.F. Sayegh** (2013) Cover art published in the *Journal of Neuroscience* 110 (2)

### **Relevant Conference Proceedings**

O. Taloakoub, **P. Sayegh**, T. Womelsdorf, P. Fries, C. M. Lewis, K. L. Hoffman (2018) Hippocampal and neocortical correlates of goal-directed activity in freely-behaving macaques. Presented. Presented at the Society for Neuroscience in San Diego, Program number 360.08

O. Talakoub, **P. Sayegh**, K. L. Hoffman (2017) Comparing hippocampal oscillations in the macaque across free and constrained experimental contexts using wireless recordings.

Presented at the Society for Neuroscience in Washington DC, Program number 253.14.

**P.F. Sayegh, K.L. Hawkins & L.E. Sergio** (2013) Differences between the single-cell activity of the rostral and caudal subregions of PMd during complex visuomotor control. Presented at Neural Control

of Movement in San Juan PR, Program number 253.14.

**P.F. Sayegh, K.L. Hawkins & L.E. Sergio** (2013) Differences between the single-cell activity of the rostral and caudal subregions of PMd during complex visuomotor control. Presented at Neural Control

of Movement in San Juan PR, Program No. 2-D-28.

**P.F. Sayegh, K.L. Hawkins & L.E. Sergio** (2012) Separating standard and non-standard reaches: Topographical differences within PMd. Neural control of movement in Venice, IT. Program No. 1-B-94.

**P.F. Sayegh, K.L. Hawkins & L.E. Sergio** (2012) Separating standard and non-standard reaches: Topographical differences within PMd. Neural control of movement in Venice, IT. Program No. 1-B-94.

**P.F. Sayegh, K.L. Hawkins & L.E. Sergio** (2011) LFP activity within PMd and SPL during decoupled visually-guided reaching. Presented at Neural Control of Movement in San Juan PR, Program No. 1-D-45.

