

Poonam Sharma

CAREER OBJECTIVE

Obtaining a position in an organization that will offer me an opportunity to share my knowledge and skills for the growth of an organization.

SYNOPSIS

- Possess 4.8years of progressive experience as a Content Writer
- Working as a Freelancer writer for e-magazines and blogs
- Excellent communication and written skills
- In-depth knowledge of online research with excellent analytical skills
- Capacity to research and problem solving attitude
- Good organizational skills
- Creative, passionate and Exploring new things
- Target oriented and ability to perform tasks within a limited period of time

ACADEMIC QUALIFICATIONS

Master of Technology (M.Tech.) in Biotechnology, July 22, 2011 (74%)
Uttarakhand Technical University (UTU), Dehradun (UK), G.B. Pant Engineering College, Pauri- Garhwal

Master of Science (MSc.) in Botany, September 25, 2009 (67%)
Dr.B.R.Ambedkar University, Agra (U.P.), B.S.A College, Mathura

Bachelor of Science (B.sc) in Zoology, Botany, Chemistry (ZBC), July 13, 2007 (67%), Dr.B.R.Ambedkar University, Agra (U.P.), B.S.A College, Mathura

All India Senior School Certificate Examination (XII) May 25, 2004 (68%)
CBSE Board, P.D.D.S.V.M, Vrindavan (U.P.)

All India Secondary School Examination (X), May 28, 2002 (66%)
CBSE Board, P.D.D.S.V.M, Vrindavan (U.P.)

SKILLS

- Efficient in MS Office suite
- HTML 5 basic coding
- Infographics tools & software
- WordPress CMS
- Social Media/SEO
- Market Research
- SQL server 2008, SAS 9.2

WORK EXPERIENCE & PROJECTS

APRIL 2018- February 2020

Organization: **Delhi School of Internet Marketing (DSIM)**

Profile: **Sr. Content Writer**

Permanent Address:

Poonam Sharma
D/o Mr. Sharad Chandra
Sharma
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E-Mail:

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com

Personal Data:

Date of Birth :
15 Aug, 1987

Gender : Female

Nationality : Indian

Languages Known:

English, Hindi

Interests :

Blogging, Writing,
Travelling, Food,
Photography

Profile Highlights:

- Building-integrated digital campaigns- Link building, Outreach, Guest posts, etc.
- Handling Blog Monetization through Outreach
- Digital Marketing- Content, Social Media, SEO, ORM & branding
- Collaborating with marketing, social media marketing & design teams to plan and develop site content, style, and layout
- SEO activities- increasing the visibility of the website on the search engines to get more organic traffic
- Content creation & management
- Writing social media posts
- Networking & pitching to Influencers
- Generating new strategies & ideas to draw audience's attention - increasing clicks and conversion
- Overseeing content creation & promotion activities for DSIM's blog

MAY 2015- APRIL 2018

Organization: **Delhi School of Internet Marketing (DSIM), New Delhi**

Profile: **Content Writer (Market Researcher)**

Profile Highlights:

- Responsible for conducting research and writing articles on a regular basis for DSIM's blog.
- Producing a wide variety of digital content for DSIM's blog- articles, infographics, case studies, news, eBooks, success stories, interviews, video content, expert roundups, etc.
- Experienced with digital marketing tools- Canva, Piktochart, Hootsuite, Buffer, Letreach, Letclicks
- Responsible for scheduling Business interviews with E-commerce companies, drafting questionnaires, writing content after the interview.
- Performing Telephonic Interview with E-commerce companies.
- Handled the responsibilities of reviewing and editing articles to ensure quality of the articles.
- Working closely with SEO & SME to execute prolific strategies
- Actively handling company's Quora profile
- Well- versed with WordPress and Blog posting
- Working on ORM

AUGUST 2012- MARCH 2015

Organization – **University of Delhi, South Campus**
(Department of Biophysics)

Position – **Senior Research Fellow (March 2014 – December 2015)**
Project Assistant (August 2012- March 2014)

Research Highlights:

- Performed wet-lab and molecular biology scientific research, using methods including Enzyme-linked immunosorbent assay (ELISA), UV-VIS spectroscopy, High-performance liquid chromatography (HPLC) and Polymerase chain reaction (PCR), Western blot, Gel Electrophoresis.
- Isolated target proteins and obtained pure samples to enable further structural studies by using Circular Dichroism (CD), Fluorescence spectroscopy and Dynamic Light Scattering (DLS), Crystallization (Hanging and Sitting drop methods), Mounting of Crystals, X-Ray

Diffraction.

- Optimized scientific protocols related to protein purification.
- Sample and study document preparation; and data collection, interpretation, analysis and reporting.
- Structural refinement of diffraction data by using CCP4 Suite (Crystallography software).
- Sequence-based bioinformatics analysis (DNA and proteins, phylogenetic analysis, etc.)
- Maintained daily records in an organized fashion.
- Mentored graduate students conducting short term projects.
- Modify, test, verify and analyze research data, Tabulate research data, Record results of experiments
- Prepare research manuscripts and research presentations, Develop and maintain research databases

JULY 2010- JUNE 2011

Organization – **Jawaharlal Nehru University, New Delhi**

Position – **Trainee**

Research Highlights:

- Basic molecular biology techniques (PCR, plasmid cloning, transformation, Western Blotting, Enzymatic assay and other DNA and protein work, etc.)
- Basic microbiology techniques (liquid and solid culture of bacteria's, isolation and transformation, etc.)
- Performed primary literature research on protein targets, molecular cloning, Expression, Purified recombinant proteins by (chromatography technique like Size Exclusion, Affinity) from bacterial cells and crystallized protein
- Characterization of proteins by UV-VIS spectroscopy, Circular Dichroism (CD) and Crystallization.
- Perform studies as related to the research project, Maintain Records

GRANTS, FELLOWSHIPS AND OTHER ACHIEVEMENTS

- 2009** Qualified Graduate Aptitude Test in Engineering (GATE) 2009 sponsored by All India Council for Technical Education (AICTE) and Ministry of Human Resource Development (MHRD), Government of India (New Delhi) with 85.97 percentile.
- 2014** 4th National Science day Symposium “**Quiz competition**”, University of Delhi, South Campus, New Delhi, India (February 27-28, 2014).
- 2015** 5th National Science day Symposium “**Frist Prize in Quiz competition**”, University of Delhi, South Campus, New Delhi, India (February 27-28, 2015).

CONFERENCES AND WORKSHOPS

- **Summer training** on “Bioinformatics and Biotechnology” organized by Department of Molecular Biology & Genetics Engineering, G.B. Pant University of Agricultural & Technology, Pant Nagar, India (June 15-30,2010).
- 3rd Annual **Conference** “Bioepoch” School of Biotechnology, Jawaharlal Nehru University (JNU), New Delhi, India (April 1-2, 2011).
- **Workshop** “E-RESOURCES”, NLIST/UGC-INFONET Digital Library Consortium, University of Delhi, South Campus, New Delhi, India (September 27-28, 2012).

- International Interdisciplinary Science **Conference** (I-ISC-2012) on “Protein Folding and diseases”, Center for Interdisciplinary Research in Basic Sciences, Jamia Millia Islamia, Jamia Nagar, New Delhi, India (December 8-10,2012).
- **Workshop** on “Intellectual Property Rights”, Institute of Life Long Learning, University of Delhi, South Campus, New Delhi, India (March 21, 2013).
- 4th National Science day **Symposium**, University of Delhi, South Campus, New Delhi, India (February 27-28, 2014).
- Instructional **Workshop** on “Gene Expression Analysis: Hands-on using Microarray and Next Generation Sequencing Data”, National Network for Mathematical and Computational Biology Delhi Node and Acharya Narendra Dev College University of Delhi, New Delhi, India (March 7-9, 2015).

(Poonam Sharma)

Date :