

# Azka Nasreen

+91 805 916 9165

azkanasreen13@gmail.com

(Content Developer cum Digital Marketing Controller)

## Education

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### Amity University, Noida.

M.Tech Biotechnology, 72.4%

2019

### Apeejay Stya University, Gurgaon.

Majors- B.Tech Biotechnology, 94.5%

Minors- Journalism & Mass Communication

2017

## Experiences

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### Related to Journalism & Mass Communication:

**Vyomme Divine Essentials** | Delhi | State Coordinator Uttar Pradesh

June - Present

**Canadawale.com** | Delhi | Content Developer cum Digital Marketing Controller

Feb 2020 – May 2020

**Flags Communications** | Delhi | Content Writer

2019-2020

**Hindustan Times** | All India | Writing feature stories

December 2014 – January 2014

**Doordarshan kendra** | Delhi. | Familiarisation with production process

December 2016 – January 2016

### Related to Biotechnology:

**Herbalage Wellness Pvt. Ltd.**, All India | Research Assistant |

January 2019 – April 2019

Project- Preservation of mixed juices using natural preservatives.

•Preservative study was conducted & various preservatives screened for their effectiveness.

•Tests done to check effectiveness of the various preservatives & results analyzed & optimised.

**Shyam Dairy**, All India | Operation Analyst |

January 2017 – June 2017

Project- Over viewing the food processing at the industry.

•Analysing the escalation from the pilot plant to the industrial scale at respective stages.

•Modifying the milk composition up to the optimum levels & conducting the various tests

**Britannia Pvt. Ltd.**, Bangalore | Summer Analyst |

July 2016 – September 2016

Project: Overview of the R&D function.

•Analysing the quality assurance & quality check reports for cost optimization.

•Worked on aspects to increase the shelf life of the bakery products.

**Dabur India Ltd.**, Sahibabad | Business Development Intern |

December 2015 – January 2016

Project: Designed a blueprint model to manage resources.

•Worked on increasing the efficiency and efficacy of the products.

•Analyzed data for meaningful take aways that informed strategy.

**Allele Life Sciences**, Noida | Research Intern |

June 2015 – July 2015

Project: Transformation & screening of bacterial strain DH5 $\alpha$  using RDT techniques.

•Plasmid and genomic DNA extraction from a bacterial strain DH5 $\alpha$  & electrophoresed and analyzed.

•Competent and vector cells were prepared. Vector preparation was done using pGPTV vector.

**Shree Baidyanath Ayurved Bhavan**, All India | Product management Intern |

June 2014 – July 2014

Project: Industrial modelling & regulatory affairs.

•Designed a blueprint model for the production of the products in pipeline.

•Analysis of the reports of industrial law enforcement.

## Leadership

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- Editor of UDISHA Rotary Club, Alld | 2015-2016
- Indian International Model United Nations (IIMUN) student ambassador | 2013-2017
- Internshala student ambassador | 2016

## Awards and Achievements

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- Crowned as the 'Holistic Learner of Apeejay Stya University 2014' in the University Express.
- Received the 'Youngest and most active member' UDISHA club award 2014
- Received Dr. Stya Paul Award for Human Values 2014
- As an Indian International Model United Nations (IIMUN) ambassador organised and participated in various events.
- Participated in various national level Science Olympiads.
- Certified for all the IUCN Red List Assessment Modules.
- Attended National Symposium at Dr. Ambedkar Centre for Biomedical research, Delhi University.
- Lead Discussant in the International Conference SciDataCon 2014
- Participated in 9th Symposium on Frontiers in Biomedical Research (FBR) 2014.
- Certified by NCCD (National Center for Cold Chain Development).
- Attended Several Webinars by Eminent Scientists from across the globe.
- Undergoing certification of Six-Sigma GreenBelt.

## Publication

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- Published a magazine as the editor of Inner Wheel Club UDISHA | 2015-2016
- Published various food & health blogs for scienceblog | [www.scienceblog.com](http://www.scienceblog.com)

## Clients

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|--------------------------|----------------|
| •TATA Power DDL          | •Sweety Supari |
| •Malabar Gold & Diamond  | •Gulshan       |
| •Aerocity Splendor Group | •Mozart Turkey |
| •CP Kukreja Architects   | •AJ Realty     |
| •MovGuru                 | •Karam         |
| •Window Magic            | •Beverly Golf  |
| •Kirana King             | •B Square      |

## Expertise

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Copywriting | Social Media Marketing | Concepts & Campaigns | Blog Writing | Proof Reading ( British English) | SEO |

## Extra Curricular Activities

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- Member of Rotaract Club of Apeejay Stya University.
  - Member of Inner Wheel Club of Allahabad UDISHA.
  - Actively participant in Blood Donation Camps, Health Check-up Camps,
  - Tree Plantation Drives & No Synthetic Bag drive by distributing bags and have donated books to various libraries of schools for the under privileged.
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