

# Azka Nasreen

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(Content Developer cum Digital Marketing Controller)

## Education

**Amity University, Noida.**

2019

M.Tech Biotechnology, 72.4%

**Apeejay Stya University, Gurgaon.**

2017

Majors- B.Tech Biotechnology, 94.5%

Minors- Journalism & Mass Communication

## Experiences

### 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 DH5α using RDT techniques.

- Plasmid and genomic DNA extraction from a bacterial strain DH5α & electrophoresed and analyzed.

- Competent and vector cells were prepared. Vector preparation was done using pGTV 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, All India | 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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