

Nida Zehra

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Objective Seeking a dynamic role in **content** and **social media marketing**, where my resourceful problem solving, strong coordination, public relations, event management and project management skills will add value to the organization's vision and operations.

Summary of Skills

Technical

- Creative Writing
- Story Writing
- Business Writing
- Copy – Articulate and professional writing, Copy editing
- Desktop Research
- Tools – MS Word, Excel
- Languages – **English, Hindi, Urdu and Punjabi**

Interpersonal

- A highly motivated team player with the ability to quickly grasp and integrate new ideas
- Communicating and performing in a dynamic and cross-functional environment
- Leading, supervising and taking ownership of projects and their deliverables
- Meeting deadlines and working under pressure
- Proven networking and public skills

Employment **Josh Talks** **Writer and Director/ Regional Head for Punjabi Channel** **March 2018 – Present**

- I have interviewed and curated many inspiring people from diverse background for delivering a talk for Josh Talk's **English, Hindi and Punjabi Channel**.
- Rigorously worked with the speakers and trained them specifically in areas of voice modulation, body language to facilitate their on-stage performance.
- Designed and executed the content strategy to increase views and engagement (likes, comments, shares and subscriptions) on Josh Talks Facebook page and YouTube channel.

Independent Writer and Freelance Editor

March 2017 – March 2018

- Worked with various clients and publishing houses for editing services and writing.

International SOS Pvt. Ltd.

Research Analyst

November 2013 – February 2017

- Working with medical teams within the organization across the globe for providing assistance to the clients most of whom are the Fortune 500 listed companies.
- Worked for various onshore, offshore projects with cross functional and business teams.
- Writing reports to facilitate medical evacuations for clients.
- Providing support to internal teams in sourcing out the required piece of information in as authentic form as possible
- Establish, sustain and nurture knowledge management best practices adoption across various teams

- Working on internal knowledge products such as different internal portals, newsletters and content for the knowledge repositories.
- Publishing content within the internal portal/knowledge repositories according to the established document workflow standards of the organization.
- Working on company subscribed databases to source the information.
- Working with knowledge managers in ensuring the authenticity and accuracy of the content
- Client dealing for project assessment.

Thomson Digital Pvt. Ltd. Copy Editor November 2012 – October 2013

- Copy edited scientific journals and articles on several Life sciences and Biotechnology subjects in British and American English.
- Client dealing for project assessment.
- Working with knowledge managers in ensuring the authenticity and accuracy of the content.

Education

January 2014 British Council New Delhi, INDIA
Certification in professional report writing from British Council in association with Intl.SOS.

July 2010 – June 2012 Jamia Hamdard
New Delhi, INDIA
Master of Biotechnology

Dissertation Topic (2012): In-vitro induction of Withania somnifera callus and production of secondary metabolite Withaferin A.

July 2009 – June 2010 Jamia Hamdard New Delhi, INDIA
Post Graduate Diploma in Bioinformatics

July 2006 – June 2009 Shaheed Rajguru College of Applied Sciences for Women (University of Delhi), New Delhi, India
Bachelor of Applied Sciences (Instrumentation Honors)
Major: Instrumentation Sciences

Dissertation Topic (2009): 8 weeks training in 'Comparative study of Methods of Genomic DNA extraction to study microbial diversity in soil' at Gene Expression Laboratory, Jamia Millia Islamia, New Delhi, India during May - June 2009.

Training Project (2008): 8 weeks training in 'Atmel's Atmega8 Microcontrollers at National Physical laboratory (NPL), Pusa road, New Delhi, India, during May - June 2008.

Passions and Interests

- Reading Fiction and motivational books
- Poetry Writing in Urdu, English, Punjabi and Hindi
- Blogging–<https://mysticsvault.wordpress.com>; [FB.com/DelhiMetroDiaries](https://www.facebook.com/DelhiMetroDiaries); [YouthkiAwaaz](https://www.facebook.com/YouthkiAwaaz) (https://www.youthkiawaaz.com/author/nida_zehra/) and [FB.com/mysticsvault](https://www.facebook.com/mysticsvault)
- Volunteering for social and humanitarian causes
- Traveling
- Photography