

Raazia Zia

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EDUCATION

NC State University <i>Master of Business Administration(MBA)</i>	May 2025
NC State University <i>Master of Microbial Biotechnology(MMB)</i>	May 2024
East Carolina University <i>Bachelor of Science in Biochemistry, Biology Concentration (Cum Laude)</i> <i>Honors College Class of 2022</i>	May 2022

SKILLS

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|---------------------------------------|-----------------------|---------------------|
| • Microsoft Office (Word, Ppt, Excel) | • Market Research | • Business Strategy |
| • Biotechnology | • Scientific Research | • Creativity |
| • Product Management | • Data Science | |

EXPERIENCE

Internship

Product Management Intern - New Day Diagnostics, LLC **May 2023 - August 2023**

- Conducted comprehensive pre-acquisition market research, including cost analysis and competitive analysis, for a commercialized blood test aimed at colorectal cancer detection.
- Delivered research and insights to support executive decision-making during the acquisition process and presented a comprehensive Go-To-Market Strategy.
- Supported post-merger marketing efforts for integrating EDP Biotech Corporation and NewDay Diagnostics, LLC, including the rapid rebranding of digital assets such as the website, visual content design, social media management, and outreach initiatives.

Projects

Industry Graduate Project - Thermo Fisher Scientific **August 2023- December 2023**

- Analyzed the North America/EMEA bioproduction supply chain/pre-production services market.
- Researched comprehensive competitor analysis, outlining benchmarking capabilities, and identifying industry leaders, while also conducting SWOT analysis on competitors' cGMP practices for strategic improvement recommendations.
- Compiled insights into an executive report for informed supply chain enhancement decisions.

MBA Marketing Project - PCOM at NC State University **August 2023- December 2023**

- Conducted market research on graduate certificates in business sustainability and corporate innovation & entrepreneurship for working professionals collaborating with Poole College of Management(PCOM) and the Director of Marketing.
- Developed research questions, designed a targeted Qualtrics survey, and distributed it in the Raleigh area with a focus on engaging graduate students.
- Analyzed 100+ responses utilizing SPSS, including ANOVA, T-test, and frequency analysis, to provide actionable insights and recommendations for program enhancement.

Industry Graduate Project - Sensal Health **January 2023 - May 2023**

- Conducted a comprehensive market analysis for a digital health company, focusing on medication adherence, and assessed the market opportunity for an innovative multi-medication packaging technology concept.
- Evaluated value for potential customers, analyzed existing competitors and engaged with key opinion leaders.
- Provided analysis and recommendations to inform strategic decision-making.

Industry Graduate Project - Novozymes **August 2022 - December 2022**

- Performed market analysis in non-traditional nodes (universities, venture capital, and trade/professional associations) for plant-based and functional foods.
- Identified key organizations for brand-building and strategic planning to increase company brand equity.

Signature Honors Project - Honors College at ECU **December 2020 - December 2021**

- Completed my Signature Honors Project(SHP): A Structural and Thermodynamic Investigation of Lead Binding to Human Cardiac Troponin C(hcTnC) with a written thesis and two formal poster presentations, first at Research and Creative Achievement Week(RCAW) 2021 and second at State of North Carolina Undergraduate Research and Creativity Symposium(SNCURCS) 2021.
- Won best poster award for the category of natural sciences at RCAW.

Research

August 2020 - December 2021

East Carolina University

- Researched with Dr. Anne M. Spuches on the effects of lead toxicity on Human Cardiac Troponin C(hcTnC) using techniques such as ITC, CD, and protein purification in the Chemistry department.

Volunteering

Science Olympiad

February 2016 - February 2022

- Organized and managed Science Olympiad regional tournament events in Pitt County from 2016 to 2018, and coordinated events at East Carolina University for the Division C tournament in 2019 and 2022.

ACTIVITIES

Art

August 2018 - PRESENT

- Started painting as a hobby in my senior year of high school. Sold some custom paintings of clients' choice.
- Multiple paintings were selected and successfully sold at Greenville Museum of Art Fine Arts Ball auctions, including two at the 2019 Silent Auction, one at the 2021 Virtual Auction, and one at the 2022 Silent Auction.
- One painting was selected to sell and was successfully sold at the Summer Shindig Auction 2022 sponsored by the Greenville Museum of Art.