

Raazia Zia

zraazia@gmail.com • (917) 476-0156 • [linkedin.com/in/raazia-zia](https://www.linkedin.com/in/raazia-zia)

EDUCATION

North Carolina State University, Raleigh, NC

Master of Business Administration (MBA)

May 2025

Master of Microbial Biotechnology (MMB)

May 2024

East Carolina University, Greenville, NC

May 2022

Bachelor of Science (BS), Biochemistry, cum laude - Honors College graduate

Honors Thesis- Structural and Thermodynamic Investigation of Lead Binding to Human Cardiac Troponin C (hcTnC) presented at State of NC Undergraduate Research and Creativity Symposium (SNCURCS) and at Research and Creative Achievement Week (RCAW), winning **best poster in natural sciences (2021)**

SKILLS

Technical: R (introductory), Python (introductory), SPSS, JMP, Project Libre, Microsoft Office Suite, Canva

Business & Analysis: Product Management, Market Research, Competitive Analysis, SWOT Analysis, Go-to-Market Strategy, Supply Chain Analysis, Survey Design & Analysis

Languages: Native English, Fluent Urdu

EXPERIENCE

New Day Diagnostics, LLC, Knoxville, TN

May 2023 – Aug. 2023

Product Management Intern

- Provided comprehensive research and actionable insights, including cost and competitive analysis on a ~\$13 B market to support the CEO's executive decision-making on acquiring a colorectal cancer detection blood test
- Streamlined the acquisition process with a go-to-market strategy, resulting in the successful market launch and integration of the test into the product portfolio
- Led post-merger rebranding, including a new logo, website enhancements, and visual content, boosting brand visibility and engagement

PROJECTS AND LEADERSHIP EXPERIENCE

Poole College Of Management(PCOM) – *MBA Consultant, Marketing Practicum*

Fall 2023

- Conducted market research on two graduate certificates for Director of Marketing at PCOM, including developing and distributing a targeted Qualtrics survey in the Raleigh area, analyzing 100+ responses with SPSS, deriving actionable insights and program enhancement recommendations

Thermo Fisher Scientific – *MMB Consultant, Supply Chain Practicum*

Fall 2023

- Analyzed North America / EMEA bioproduction supply chain and pre-production services market by conducting comprehensive competitor analysis including benchmarking capabilities, and SWOT analysis on competitors' (cGMP) practices, ultimately compiling insights into executive reports for informed supply chain enhancement decisions

Sensal Health – *MMB Consultant, Medical Device Practicum*

Spring 2023

- Delivered product recommendations based on a thorough market analysis for a digital health company, addressing medication adherence by evaluating opportunities for multi-medication packaging technology, customer value, competitive landscape, and insights from key opinion leaders.

Novonesis – *MMB Consultant, Marketing Management Practicum*

Fall 2022

- Researched plant-based and functional foods sector; identified strategic partners via SWOT and matrix ranking; proposed brand equity enhancements.

ADDITIONAL INFORMATION

Interests: Accomplished abstract painter; multiple works sold at Greenville Museum of Art Fine Arts Ball auctions (2019–2022)