

# Summaya Manzoor Sofi

## Content Writer

Driven by the impact of words and online reputation, I am dedicated to leveraging my content writing skills and expertise in Online Reputation Management to ensure a positive brand image of the Organization. By creating compelling and influential content, I aim to engage audiences and contribute to the Organization's success in the digital landscape.

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## EDUCATION

### Integrated B.Tech M.Tech Biotechnology

Lovely Professional University

07/2017 - 07/2022

## WORK EXPERIENCE

### DEPUTY OFFICER

Lovely Professional University

02/2023 - Present

*Achievements/Tasks*

- Successfully created engaging and informative content for the university website, effectively communicating its mission, programs, and initiatives to the target audience.
- Initiated and established a presence for the university on Quora, a popular question-and-answer platform, showcasing the institution's expertise and engaging with the community to provide valuable insights.
- Developed and managed 8 authentic profiles on Quora for the university, ensuring consistent branding and engaging content that resonated with the target audience.
- Implemented effective online reputation management strategies as the head, actively monitoring social media handles and promptly addressing any negative feedback or reviews to maintain a positive brand image.
- Successfully maintained a positive online reputation for the university, fostering a strong and trustworthy image among the target audience.

### TRAINEE

Sher-e-Kashmir University of Agricultural Sciences

06/2019 - 07/2019

Srinagar

*Achievements/Tasks*

- Exposed to Research Based methods for inculcating research aptitude and ample exposure to hand-on training in the use of molecular biology. Got the first hand experience on the latest origami-based paper microscope for detection of fake saffron.
- Certificate for attending one day workshop on "Identification of Pure Saffron using Foldscope-A Novel Instrument for Low Cost Microscopy."

Contact : Dr.Amjad M Hussaini - 9419010425

## SKILLS

Content management

Social Media Management

Online Reputation Management

Communication Skills

Blogging

Editing & Proofreading

Time Management

Team Work

Content writing

Digital Marketing

MS Excel

## PERSONAL PROJECTS

Dissertations Project on " Optimization of pretreatment for bioethanol production from lignocellulosic waste using simultaneous saccharification fermentation and comparison of efficiency of immobilized and free cells for bioethanol production (01/2022 - 04/2022)

Capstone Project on "Withania Somnifera and role of meta topolin in invitro conditions". (08/2018 - 11/2018)

## PUBLICATION

Chickpea Plant It's Molecular Regulation of Root Hairs: A Review. Plant Archives Journal, 21(1), 2128-2131 (03/2021)

*This review paper describes the molecular mechanism of root hair cell formation, the relationship between nutrients of soil and root hair cells.*

ARTIFICIAL INTELLIGENCE FOR EEG-BASED BRAIN-COMPUTER INTERFACES AND APPLICATIONS : A review (07/2022)

## CERTIFICATES

The Strategy of Content Marketing (07/2022)

Introduction to google SEO (09/2022)

Foundations of digital Marketing and E-commerce (07/2022)

Foundations: Data , Data everywhere (10/2022)

Research Methodology (07/2021)

Writing in Sciences (12/2022)