



# Simon Lindblad

Hello,

I am an enthusiastic 27 year old from Gothenburg with a strong passion for both personal and professional development. Through my experiences in the service and event industries, I have developed a solid competence in customer service and a keen ability to identify and meet customer needs. My background in marketing has also provided me with valuable insights into strategically building brands and driving customer engagement. I thrive in dynamic environments where I can combine creativity with a structured approach to achieve optimal results.

## Experience

2024 - 2024

### Account Manager | Offitech

As an Account Manager, my primary responsibility was to establish and maintain long-term relationships with our clients. I actively worked to identify and maximize growth opportunities within existing accounts and new customers by understanding their business needs and providing tailored solutions to meet their requirements within IT and documents.

2023 - 2023

### Event & Marketing Coordinator | Easyfairs Nordic

I was part of the team as a Marketing Intelligence Coordinator (MIT), responsible for developing marketing materials for our trade shows in Sweden. My main tasks included creating graphic content for social media and campaigns, as well as writing copy for newsletters and our websites using SEM/SEO strategies. I initiated a marketing plan for MIT, focusing on how we could become more efficient in the market and strengthen our position against competitors. I also worked at all fairs, managing and implementing our Smart Lead Systems, ensuring seamless execution and optimization. Additionally, I project-managed the system, coordinating with various teams to enhance efficiency and lead generation. Working closely with all teams gave me a broad understanding of our overall marketing strategy.

2023 - 2023  
Internship

### Event & Marketing Specialist | Easyfairs Nordic

Worked on marketing for our trade shows, including writing copy for newsletters and websites. Created advertisements and graphic materials to support promotional campaigns. I was responsible for all marketing activities at the fairs and also managed the execution of all fairs, ensuring smooth operations and successful events.

2022-2022  
Internship

### Analyst Marketing Communication | STILL AB

As part of STILL Sweden, I contributed to marketing in various ways. I implemented digital strategies, created advertisements, copy, and social media posts for both the Swedish and Finnish markets (LinkedIn, Facebook, and Instagram). I optimized the E-commerce using SEO/SEM, created newsletters, product photos, which resulted in a 250% increase in sales during my time at STILL Sweden.

2019 - 2021

### Store Manager | Joe & The Juice

Responsible for the daily operations at Joe & The Juice locations at Landvetter Airport and Nordstan Femman. My primary tasks included team management for a staff of 9, with a strong focus on maintaining store standards, scheduling, training, leading projects to achieve company goals, and closely monitoring KPIs. I conducted weekly meetings to drive performance improvements, ensuring that we became one of the top-performing stores in our market. As a result, we were the best-performing store in Sweden for 9 consecutive weeks, ranking highest in both index and KPIs.

2019 - 2019


### Shift manager | Joe & The Juice


Responsible for the daily operations at Joe & The Juice Landvetter Airport. My main duties included ensuring and maintaining store standards in the absence of the store manager. This also involved training new staff and leading weekly meetings with the team to ensure smooth operations and continuous improvement.

2018 - 2019

### Juicer | Joe & The Juice

## Get in Touch

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## Education

### Frontend Developer

Medieinstitutet

2024 - 2026

### International Sales & Marketing School of Sales & Marketing

2021 - 2023

## Skills

- Digital Marketing
- Project Management / Event
- Customer Relations & Sales
- Wordpress
- Html, Css, React, JavaScript, TypeScript
- InDesign / Photoshop
- Budget & Analysis
- People Management & Leadership