

# Maha Nadeem

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Malmö, Scania, 21372, Sweden

Experienced Communications professional with over 5 years of expertise in training, sales, and content creation. Skilled in resolving customer concerns, pitching services and building strong relationships. Proficient in CRM tools and digital content platforms.

## Work Experience

### B2B Sales Executive

Jan 2024 - Present

SOCByte | Remote

- Identify and generate new business opportunities through networking and prospecting.
- Present and demonstrate services to potential clients, and negotiate contracts, pricing, and terms to close deals.
- Develop and maintain strong relationships with corporate clients and key decision-makers.

### Communication Skills and ESL Instructor

Jan 2022 - Present

Freelance

- Conducting online lessons for English Language and communication via teaching platforms to multilingual clients.
- Preparing students for job interviews and presentations.
- Utilized public speaking and language teaching skills to enhance students' proficiency in business English.

### SEO Content Specialist

May 2023 - Feb 2024

Cubitrek

- Produced high-quality, well-researched content tailored to target audiences across industries, ensuring clarity, relevance, and consistency with brand voice.
- Developed compelling copy for websites, newsletters, and marketing campaigns, driving increased traffic and customer engagement.
- Collaborated with cross-functional teams to align content strategies with business goals and marketing objectives.

### Learning Facilitator

May 2022 - May 2023

University of Karachi | Karachi

- Trained over 500 professionals in professional and personal development, focusing on enhancing communication, leadership, and interpersonal skills.
- Led and executed training programs for students, using strong public speaking skills to deliver lectures effectively.
- Utilized Emotional Intelligence in Training and Development to create an inclusive, effective learning environment.

### Content Writer & Editor

Aug 2020 - Apr 2022

Publishers Hub | Karachi

- Provided plagiarism-free content for articles and web pages to drive increased traffic and boost engagement.
- Reviewed and edited the content for grammatical accuracy and SEO ranking.
- Managed content calendars to meet deadlines and maintain a consistent publishing schedule.

## Core Skills

Communication, Presentation Skills, Sales, Community Engagement, Content Writing, Training and Development, Negotiation Skills, Leadership, Social Media, Public Speaking

## Education

University of Karachi

Jan 2017 - Dec 2021

Bachelor of Science

## Languages

**English** (*Native or Bilingual Proficiency*), **Swedish** (*Limited Working Proficiency*), **Urdu** (*Native or Bilingual Proficiency*)

## Certificates

Communication Foundations

Jan 2021

*Project Management Institute*

TEFL (Teaching English As A Foreign Language)

Jan 2023

*The TEFL Academy*

Forward Program

Sep 2022

*McKinsey & Company*