

NEHA JOSEPH

E-COMMERCE & SEO CONTENT WRITER, CX-SUPPORT,
INFLUENCER COLLABORATION, BUSINESS DEVELOPER



CONTACTS

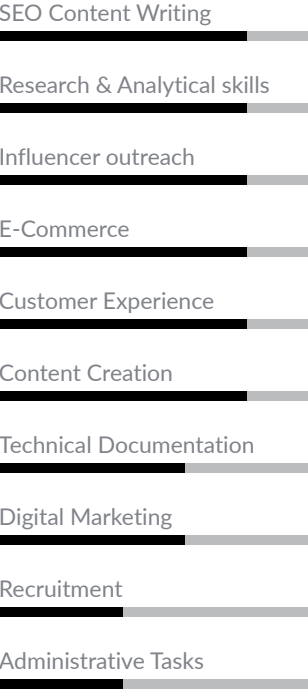
+46-7045-24-572
nehajoseph22550@gmail.com
Uppsala, 75435, Sweden



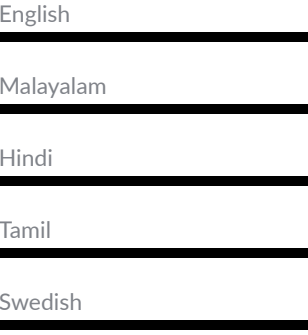
ABOUT ME

Seasoned professional with experience in E-Commerce, Influencer Marketing, Customer Experience, SEO, Content Writing, Online Lead Generation, and Patent Documentation. Organised and detail-oriented with excellent written and oral communication skills.

SKILLS



LANGUAGES



WORK EXPERIENCE

MARKETING AND OPERATIONS INTERNSHIP, Vendfox Solutions, Uppsala
Jan 2025 - Present

- Publishing job requirements on LinkedIn and screening and shortlisting candidates.
- Scheduling Interviews and assisting in onboarding
- Performing admin-related tasks such as invoice management, employee salary management, etc.
- Creating an E-commerce website for a client. Creating content.

INFLUENCER MARKETING & SOCIAL MEDIA MARKETER, Freelancing through Upwork
Oct 2024 - Present

- Identifying, negotiating, and engaging social media influencers to effectively promote products, driving brand awareness and enhancing market reach.
- Creating and publishing tutorial videos and emails.
- Creating Instagram and Facebook reels and posters.
- Sending email campaigns using Breveo

GROWTH AND MARKETING INTERN, Flowerworker
Oct 2024 - Jan 2025

- Performs market research and develop marketing strategies for upcoming digital platform.
- Create and publish videos and images for social media platforms.
- Create and edit web content

CUSTOMER EXPERIENCE AND E-COMMERCE INTERNSHIP, Understatement Underwear, Stockholm
Oct 2023 - May 2024

- Enhanced merchandising, SEO, conversion rates, and ads management for the Shopify store shopunderstatement.com in the Swedish and German markets using tools like Findify, Triple Whale, Hotjar, Ahrefs, and Google Analytics, etc.
- Streamlined customer support and order management processes with Freshdesk and Gorgias, incorporating AI chatbot solutions for improved efficiency.
- Performed influencer marketing and managed social media ads

BUSINESS DEVELOPER, Vendfox Solution And Boardie AB, Uppsala
Jun 2022 - Oct 2023

- Generating leads via email and LinkedIn and enhancing the social media presence, especially on LinkedIn.
- Created relevant content for the company, added CMS pages, posted blogs, videos, images & backlinks.
- Used tools like Canva, SEMRush, Google suite etc.

MARKET RESEARCH ASSOCIATE, BDRC Research Services, Uppsala
Aug 2022 - Dec 2022

- Worked part-time, where I interviewed candidates and managed and guided them in performing market research and assessment of various blockchain trading companies.
- Analyzed data to provide actionable recommendations for clients.

UNIVERSITY ASSISTANT, Uppsala University, Uppsala
May 2022 - Jan 2023

- Assisted professors in doing their research in 'IoT in Healthcare'.
- Assisted the professors in mentoring the students for marketing course.

SEO & CONTENT STRATERGIST, Effidex Technologies, Kochi, India
Apr 2015 - Jun 2017

- Onboarded and assisted clients for an eCommerce platform.
- Performed SEO analysis and content writing for companies in Australia and Canada.
- Used Google Keyword Planner, Google Analytics, Copyscape etc. to identify the best keywords and weave authentic and SEO friendly content.

RECRUITER, Career Kerala, Kochi, India
Aug 2014 - Mar 2015

- Analyzed and interpreted employer requirements to effectively source and screen candidates across diverse industries, with a focus on IT and Civil Engineering.
- Conducted in-depth interviews and shortlisted top talent, ensuring alignment with organizational needs.
- Gathered and assessed employee and employer feedback to enhance satisfaction with roles and responsibilities.

PATENT DOCUMENTATION SPECIALIST (TECH. ANALYST), Domex-E-Data Pvt Ltd, Chennai, India
May 2013 - Jul 2014

- Summarized intellectual property documents like patents to identify the scope, novel information and its varied applications in multiple verticals such as Life Sciences & Engineering domains.

EDUCATION

MASTERS IN INDUSTRIAL MANAGEMENT AND INNOVATION, Uppsala University, Uppsala
2023

Completed Master's Thesis in 'Information Flow in Reuse Prospects of Construction Materials', which also contributed to Reincarnate, an EU-funded project supported by the company Plan B.

BACHELOR OF ENGINEERING ELECTRONICS & COMMUNICATION, Park College Of Engineering And Technology, Anna University
2012