EZMEY
LLC

Internship Program

Internship Cycle
June 4th to October 4th 2022

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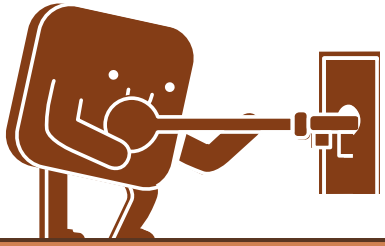

Tools Unlocked

asana

CoSchedule

LSIGraph
Semantic & Contextual SEO

shopify

G Suite

slack

yoast SEO for everyone

FAIRE

WordPress

ankorstore

Time Doctor®

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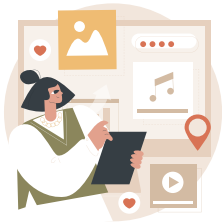
Skills Acquired

Time Management

Data Aggregation



Market Reasearch

OPS System Dev

Team Collaboration

SEO Optimization

Content Creation

Autonomy

Inventory Management

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Teams & Roles

Content Production

The content production team is responsible for researching target keywords, using tools such as LSI Graph to identify relevant high-ranking content and LSI keywords.
The content is developed in a collaborative setting. Inside Asana's editorial channel. Furthermore, content is optimized using tools such as Yoast SEO & published through Wordpress.

Members: Lucille Nawa - Editor & Team Lead
Dimitar Petrov - Content Producer

Brand Onboarding & Outreach

Brand onboarding is a very detailed process where brands go through a selection process and multiple layers of onboarding along with constant coordination between the content team and the product management team.
This process entails market research, data compilation, and entry, as well as thorough confirmation of brand ethics and social responsibility. After approval, the brand details are therefore uploaded onto Shopify, and brand products swiftly followed.

Members: Artem Meshcheryakov - Brand Outreach Expert

Product & Inventory

Product Uploading and Inventory management of a marketplace entail eagle eye detail orientation, high accuracy, and impeccable cross-referencing. With a product inventory exceeding the thousand, updating stock using third-party wholesale platforms such as Faire and Ankorstore entails a thorough tracking system. Furthermore, products were individually or bulk uploaded using various plugins and supplementing them with data entry and multiple SEO Optimization steps.

Members: Erman Sen - Product & Inventory Management Expert

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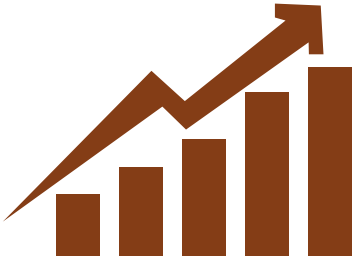

Internship Stats

Daily Working Hours ..... 4 Hours - 5/7 Days

Hours Completed ..... 320 Hours

Average Efficiency 80%*

Average Idle Time Within a 4 Hour Time Frame ..... 30 Minutes**

Average Learning Curve ..... 3 Weeks

*The team completed tasks within the assigned deadline 80% of the time, using Asana reporting and Time Doctor statistics.
** Idle time is no mouse or keyboard movement tracked through Time Doctor.

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