

LEA GREGORKA

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SUMMARY

Objective driven and diligent individual with years of experience in event and project management. An entrepreneur, good at multitasking – previously managed a 200+ member community of startups, organised events (50+/year), coordinated marketing and negotiated partner relationships. Awarded the top 3 Portuguese tech community leaders in 2018.

SKILLS

Organization and Planning | Efficient at coordinating activities, events, PR, sponsors and partners.

Team Management | Task delegation, constructive feedback, conflict management and contribution recognition.

Strategic Communication | Good at designing strategies, managing social media platforms and actively developing content.

Website Development | Experience with creating WordPress websites. Basic knowledge of JS, HTML and CSS3.

Multilingual | English, Slovenian, Portuguese, Spanish and Croatian.

EXPERIENCE

- 2019/06 - present** **Innovation Coordinator | *Digital Catapult (London, UK)***
• Supported the planning and delivery of innovation activities
- 2016/06 - 2019/05** **Community and Operations Manager | *Founders Founders (Porto, Portugal)***
• Promoted and managed 100+ events for entrepreneurs reaching 2,5k+ people
• Developed effective communication strategies (e.g. got newsletter opening rates over 40%)
• Grew start-up residency occupation rate from 40% to 100% and maintained it (prospection, selection, on boarding)
• Established and negotiated 20+ partner relationships to help start-ups grow their businesses (including Amazon, Digital Ocean, Pipedrive, SendGrid)
- 2014/10 - 2016/04** **Marketing Assistant | *SIMI (Porto, Portugal)***
• Produced over 50+ marketing materials (Illustrator & Photoshop)
• Built and designed over 10+ WordPress websites for clients
• Designed and configured 15+ digital menus using the SIMI Framework

PROJECTS

- BOOM – Massive Growth Week**
Lead Organiser | BOOM is a one-week intensive boot camp focused on start-up growth, marketing and sales. I led the project alongside 6 co-organizers, it was composed of 25 different talks at 5 venues with 300+ participants.
- INCINERATOR**
Creation & Production | A series of film documentaries alongside real live events about start-up failure that were part of a FoundersTV production. I organised 4 events with over 15 speakers and 200+ participants, and also managed the production of 6 videos that currently have 30k+ views.
- Founder Meets Founder**
Creation & Production | The first ever production of FoundersTV, a live vlog-series about the Portuguese entrepreneurial ecosystem. Managed 6 events with live recordings with 12 speakers and over 200 participants. Supervised production of 6 final videos that have 15k+ views.
- Founders Club**
Concept Development & Lead Organiser | Founders Club is an exclusive invite or referral-only membership group of experienced entrepreneurs (50+). I co-founded and led the club. I also was directly responsible for organising 15+ networking activities.

EDUCATION

- Class of 2015** **MSc in Human Resources Management | *Polytechnic Institute of Porto (Portugal)***
• Thesis with focus on Employer branding and IT (18/20)

ACHIEVEMENTS & AWARDS

- **Top 3 of Portuguese Woman in Tech Award**
(Community Leader)
- **Top 8 of “Portonauts”**
(Porto's city hall's recognition – talent attraction)
- **2nd at European Enterprise Promotion Awards**
(entrepreneurship – national company level)

VOLUNTEERING

- 2015 | Artistic activities to help develop users' cognitive abilities
- 2014 | Supportive counselling and social services
- 2013 | Art therapy approaches for disabled & elderly
- 2012 | Recuperation therapy (postpartum depression)