

Lenka Homolka

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■ Utrecht, the Netherlands

marketer & storyteller

I am a marketer passionate about creating strategies & telling stories that inspire people. I love cooperating on sustainable technological projects with the best scientific minds to make the difference for our planet.



experience

Lenka Homolka Studio: **Marketer & Storyteller**

Utrecht, July 2019 - now

Forming & executing communication strategy for sustainable think tanks, businesses & NGOs.

- Co-developed the coal phase-out communication strategy for the European Climate Foundation, the Czech Republic in the next decade.
- Created communication strategy for various European media, wrote press releases and pitched the renewables & sustainability topics to journalists.
- Managed sustainable policy-targeted social media channel (Facebook, Twitter, LinkedIn, Instagram) and ensured the implementation of the appropriate social media policy.
- Initiated "For Healthy Heart" campaign in cooperation with Friends of the Earth and implemented the marketing strategy in content creation for web, white papers, video and social media.
- Earned support of 60+ renowned Czech doctors, a positive recognition in all major state media and European media like Euractiv and launched an active community.
- Co-created the elevator pitch for Expansion.eco, implementing inspirational user stories.

Kontra: **Marketing Specialist**

Prague, December 2018 - now

Disruptive marketing studio focusing on the creation of sustainable, innovative brands & start-ups.

- Responsible for brand development, strategy and stakeholder management incl. social channels.
- Developed the communication strategy and became the main ambassador for award-winning GET toothpaste tube design earned recognition in Guiltless Plastic Award & Milano Design Week.
- Developed brand strategy for AI karting racing start-up, Karting Ninja. Created content for the web.

PR Klub: **Event Marketing Specialist**

Prague, December 2014 - July 2017

The oldest & most prestigious Czech professional competition of business media.

- Set up and managed the performance tracking dashboard.
- Organised the customer days, represented PR Klub at trade fairs.
- Developed partnerships, co-organised events, liaised opportunities for the in-house speakers.
- Raised the applications amount by 20% annually & on-boarded new club's president.

expertise

Marketing strategy,
stakeholder management,
strategy development,
social media management,
event planning.

awards

co-author "I Have a Dream" book 2020
Guiltless Plastic Competition: Finalist 2020
Milano Design Week: Finalist 2020
Impact Hub AMS x corona: Mentee 2020

skills

AdWords, Google Analytics,
Figma, Miro,
Facebook Analytics,
Affinity, WordPress,
MailChimp, Photoshop,
Asana, Slack,
Qualitative Research,
Quantitative Research.

education

MSc. of Media Comms: Charles University 8.5
BSc. of Marketing & PR: Charles University 9.0
MSc. of Behav. Sciences: Utrecht University 7.8
BSc. of Comm: Loughborough University 8.5

languages

English C2
Dutch B2
Czech native
Russian B2