

Alina Antropova

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Profile

Detail-oriented & self-motivated team player with strong organizational, communicational and problem-solving skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. Successful record of expanding network connections through persuasive brand imaging.

Ready to help team achieve company goals.

Skills

Relationship Building	● ● ● ● ●	Cross-Functional Collaboration	● ● ● ● ●
Multitasking	● ● ● ● ●	Market Research	● ● ● ● ●
Industry Networking	● ● ● ● ●	Stakeholder Management	● ● ● ● ●
Negotiations	● ● ● ● ●	Database Management	● ● ● ● ●
Competitor Monitoring	● ● ● ● ●	Client Relationship Management	● ● ● ● ●
CRM Platforms	● ● ● ● ●	Lead Generation	● ● ● ● ●
Sales expertise	● ● ● ● ●	Social Media Marketing	● ● ● ● ●
Community Management	● ● ● ● ●		

Professional Experience

2022/10 – 2024/01

Business Development manager

727.ventures

- Identified new business opportunities for the company's portfolio company.
- Expanded market share by conducting comprehensive market research and identifying untapped potential within target industries.
- Represented both the company and its portfolio company at Web3 global events that aligned with the company's strategic goals, both online and offline.

2022/10 – 2023/11

Growth Manager

Brushfam

Worked as a Growth Manager at Brushfam (portfolio company) from 727.ventures.

Communications:

- Collaborated cross-functionally with team members to maintain a content for a Twitter
- Conducted AMA sessions on Twitter with market representatives
- Collaborated with partners to create joint social media content

Community Management:

- Managed and nurtured online communities on platforms such as Element, Discord, and Telegram, fostering growth and engagement
- Collaborated on marketing initiatives to promote products and services, enhancing brand awareness.
- Built relationships with customers and community to promote long-term business growth.

Sales:

- Developed strong relationships with key industry stakeholders, driving partnership opportunities and boosting revenue growth.
- Maintained regular communication with prospective clients throughout the sales cycle, fostering relationship-building efforts.
- Managed CRM database to ensure accuracy and currency of customer information, optimizing lead nurturing efforts.
- Increased lead generation by researching and identifying potential clients for business development opportunities.
- Developed business pipeline using cold and warm techniques.
- Negotiated contracts and closed sales with new and existing clients.

2022/01 – 2022/10

Junior Business Developer

Supercolony

- Built business relationship with market representatives and VCs
 - Reach out to potential leads, initiated calls, and built relationships to generate business opportunities
 - Presented professional image consistent with company's brand values.
- Represented company and promoted products at conferences and industry events.

2021/07 – 2022/01
Kyiv, Ukraine

Business Development Assistant

Supercolony

- Assisted Business Development Specialist
- Reach out to potential leads, initiate calls, and build relationships to generate business opportunities
- Maintained client information and accounts in company databases.
- Assisted in the creation of sales presentations, resulting in successful client acquisition and retention.
- Managed CRM database to ensure accuracy and currency of customer information, optimizing lead nurturing efforts.

2020/06 – 2020/11
Kyiv, Ukraine

Marketing Assistant

First Bridge

Conducted articles about Blockchain/Web3 technologies

Languages

- Ukrainian
- English
- Slovak

Education

2018 – 2022
Presov, Slovakia

Bachelor of Management and Business

Presov University in Presov

Department of Economics and Economy

Interests

- Singing
- Travelling