

# LEILA GREGORY

GIRLS 'N GADGETS

## CONTACT

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WWW.SWANNY.ME



## BIO

Leila is an award winning blogger and influencer based in Surrey, UK. She's the founder of Girls 'n Gadgets, which promotes a strong female voice in the tech community.

Leila has been recognised as an industry expert, regularly contributing to publications including Glamour, Marie Claire and Men's Health and is a HuffPost contributor. She has also featured in television and online adverts for Nokia, Microsoft and Hopster.

Over the years, she's been nominated for a number of awards, won two 'Best blog' awards from Computer Weekly, and was named in the Cosmopolitan blog awards. Girls 'n Gadgets was also named in Vuelio's Top 50 Technology Blogs.

Leila was one of 50 women to be chosen by Nokia to take part in their Remarkable Women Campaign, which also included Sarah Beeney (Property Developer/ TV Presenter), Suzi Perry (The Gadget Show) and Kanya King (Founder of the MOBO Awards).

Leila is well known for her passionate advocacy of brands she loves, which makes her an excellent Brand Ambassador. She is currently open to new partnerships or ambassadorships.

## SOCIAL MEDIA



@swanny  
@girlsngadgets



/swanny.me  
/girlsngadgets



@swanny



swannyuk

## SKILLS

- Influencer/ Brand Ambassador
- Social media strategy
- Marketing
- Copywriting
- Content creation
- Corporate blogging
- Project management
- Vlogging

## AWARDS

COMPUTER WEEKLY BLOG AWARDS 2009  
BEST SME BLOG

COMPUTER WEEKLY BLOG AWARDS 2010  
BEST GADGET BLOG

COSMOPOLITAN BLOG AWARDS 2010  
HIGHLY COMMENDED - BEST GADGET BLOG

## STATS

GNG - DA - 27    PA - 38

SWN - DA - 23    PA - 34

OVER 7000 FOLLOWERS IN MY NETWORK.

# WHAT PEOPLE SAY...

“

Leila is fantastic individual bubbling with energy and passion. She has a strong entrepreneurial side to her, which has helped her take her venture from concept to trading. She and her blog GnG is something to watch out for!

**RAJ ANAND  
DIRECTOR  
GOODMAN LANTERN**

“

Leila is an amazing person to work with and gain outreach and support from, she has built a strong community awareness from scratch not just for her Girls 'n Gadgets brand but for herself as being a focused individual who will always go that extra mile to help support the community, friends, individuals or just people who need that guidance. I would recommend her for any position that involves building a community, gaining its respect and trust to enable a brand to grow and strengthen.

**STEWART TOWNSEND  
MD - DIGITAL LANCASHIRE**

“

On the many times I've worked with Leila, I've found her to be a hard-working, enthusiastic self-starter who has the drive to push projects forward and ensure their successful completion.

I can't help but think the company that adds her to their team will get quite a lot in return. She's a good team player, a solid listener, and has an innate drive to see her projects succeed.

**THOMAS FORD  
HEAD OF PUBLIC RELATIONS AT  
SCHIBSTED MEDIA GROUP**

## BRAND AMBASSADORSHIPS

CONTENT CREATOR - JU JU BE EUROPE (BAGS)  
BRAND AMBASSADOR - TEA TOURIST (TEA)  
PR DESIGN TEAM - WORLD OF COLOUR (STATIONERY)  
BRAND AMBASSADOR - ZIP AND ZOE BY BABYMEL (BAGS)  
PR DESIGN TEAM - SAVYMOO PLANS (STATIONERY)

## BRANDS WORKED WITH

MICROSOFT, NOKIA, LG, KNOMO, CURRYS AND PC WORLD,  
PANASONIC, BABYMEL - ZIP & ZOE, BANG AND OLUFSEN, SONY,  
VODAFONE, PURE, XBOX AND MANY OTHERS.

- LOOKING FOR SOMEONE TO WRITE A BLOG/ARTICLE?
- I CAN PUT YOUR BRAND IN FRONT OF OVER 3000 WOMEN IN TECH.
- LOOKING FOR A TECH EXPERT?
- LET ME BE YOUR REPORTER ON THE GROUND!