








MICHAEL PANTELAKIS

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SKILLS

- Marketing | Sports Marketing | Sponsorships | Sponsorship Activation | Negotiating | Sales | Ticketing Sales | Communication | Creativity | Teamwork | Discipline | Sport Management | Project Planning | Event Planning | Content Creation
- Microsoft Office | Microsoft Excel | Microsoft Word | Microsoft PowerPoint | Google Analytics | Canva | Ad Manager | Meta Ads Manager | Moosend | Outlook | Google Drive | Ticketmaster | CapCut | Adobe Premiere Pro | Facebook | Instagram | TikTok

EDUCATION

- Master in Sports and Lifestyle Management**
Rome Business School Rome, Italy **10/2022-10/2023**
- Studied Sport Industry, Sports and Lifestyle Branding, Advertising, Selling and Football Business Management.
 - Participated in real business case studies of Adidas related to e-commerce and sustainability.

- Bachelor in Business Administration, Marketing and Tourism**
International Hellenic University Thessaloniki, Greece **09/2016-03/2021**
- Studied Marketing, Accounting and Budgeting, Entrepreneurship, Business Planning and Human Resources Management.

WORK EXPERIENCE

- Social Media Manager**
Hashtag Digital Irakleio, Crete, Greece **05/2024 -09/2024**
- Manage the social media accounts of 10+ company's clients.
 - Manage clients' business accounts on Google Business.
 - Produce, create and edit content for the company's clients' social media.
 - Plan and schedule content pieces on Meta Business Suite and Tik Tok Studio.
 - Write effective descriptions and apply hashtags to posts and reels, boosting reach and engagement.
 - Build communities that contributed to clients' videos reaching over 1,000,000 organic views across Facebook, Instagram and TikTok.
 - Write ideas and scripts for videos to be implemented.
 - Make posts and covers for reels using Canva.

- Marketing Manager**
OFI Crete F.C Irakleio, Crete, Greece **01/2024 -04/2024**
- Managed public relations with team sponsors and potential partners.
 - Planned projects for promoting our sponsors on our social media channels.
 - Organised Corporate Social Responsibility initiatives to give back to the community.
 - Identified new opportunities for the club's growth.

- Marketing Specialist**
OFI Crete F.C Irakleio, Crete, Greece **06/2023 - 12/2023**
- Maintained daily email communication with team sponsors to meet their needs.
 - Coordinated joint activities with the team's sponsors.
 - Organised home matches, ensuring compliance with contractual provisions set by the organizing authority and sponsors.
 - Crafted and executed newsletter campaigns targeting the team's registered user database.
 - Managed the team's ticketing system, powered by Ticketmaster.
 - Introduced new features in collaboration with Ticketmaster, such as a B2B ticketing system and 360 view inside the stadium.

Ticketing Assistant
AEK Athens F.C

Athens, Greece **06/2022 - 08/2022**

- Sold season tickets to the fans of the club reaching the goal of 25.000 season tickets (longest record for the club).
- Supported the clients about the procedures that they need to follow during the season.

Marketing Assistant
ARIS Thessaloniki F.C

Thessaloniki, Greece **06/2020 - 02/2021**

- Assisted the Commercial Director in creating the sponsorship plan for presentation to stakeholders.
- Assisted the Commercial Director in securing major commercial deals worth over 1 million per year.
- Contacted more than 50 potential partners per day, either by phone or email, to promote the sponsorship plan.
- Organized partners and sponsors during home matches, providing them with all the necessary information and procedures to follow.
- Maintained daily communication with team sponsors via email.

L A N G U A G E S

- **Greek:** Native
- **English:** Proficient
- **Italian:** Beginner
- **Polish:** Beginner

V O L U N T E E R I N G

Communication and Public Relations Leader
CityCampus.gr

Thessaloniki, Greece **06/2022 - 09/2022**

- Maintained daily communication with company partners.
- Shared articles on social media.

Marketing Assistant
CityCampus.gr

Thessaloniki, Greece **05/2022 - 06/2022**

- Produced social media content.
- Collaborated with fellow volunteers to develop a marketing strategy aimed at boosting social media followers.