



MICHAIL PANTELAKIS

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S K I L L S

- 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 | Tik Tok

E D U C A T I O N

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.

W O R K E X P E R I E N C E

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.