

ABOUT

My background comes from both the Marketing and Fitness field.

As a Manager within the marketing function I have generated effective marketing plans and became an expert in the full marketing mix from a local and regional (EMEA) perspective. As a fitness trainer I have been able to change people's quality of life through exercise, inspiring them to become the best version of themselves.

My passion is to make children happy through sports. As a coach in programs addressed to specific population I aim to make our society a better place for the children, fostering empowerment and inclusion.

WORK EXPERIENCE

FITNESS SPORTS &

Basketball Coach

Sept. 2024 - Currently

Papagos Basketball Club

- Happy Hereos, autism basketball program.
- Babies Basket, children 3 – 5 years old.

Basketball Coach

Jun. 2020-Jun. 2024

Head of the Autism Basketball Program

Jun. 2020-Jun. 2023

Holargos Basketball Club

- Implement safety protocols to protect participants.
- Advocated for the inclusion and support of autistic individuals in sports and community activities.
- Provided ongoing support and resources for the function of the program.
- Monitored the progress of the program collecting data and feedback from partners.
- Secure funding and sponsorships to support the program.

Basketball Coach

Feb. 2015-Currently

Euroleague ONE Team Program, Panathinaikos BC

- Seasons 2021-2025, Special Olympics Hellas.
- Season 2019-2020, Chatzikonsta Institution.
- Seasons 2018-2019, Special Olympics Hellas.
- Seasons 2015-2017, Male Juvenile Prison in Corinthos.

Fitness Trainer

Feb. 2012-Currently

Freelance & Partnerships

- Personal Trainer: Work with clients to reach their fitness goals through functional training.
- Group Fitness Instructor at Holmes Place Greece and Tatoi Club.
- Surf Club: Stand Up Paddle Board Instructor at Surfisland West Crete for the summer season.

VOLUNTEERING

Friends of Merimna

April 2013– Dec. 2018

Artemis Panagi

CONTACT ME

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📍 Athens, Greece

LANGUAGES

- Greek, Native
- English, Proficient
- Italian, Elementary
- French, Elementary

CERTIFICATIONS

- BASI, Mat Pilates
- NASM, Corrective Exercise
- Fitness Professional, Studio One

SKILLS

- Leadership
- Teamwork
- Project Management
- Microsoft Office
(Word, Excel, Power Point)
- Adobe Photoshop

Olympic Games, Athens 2004
Special Olympics Games

August 2004
July 2000

Marketing Consultant

Sep.2009-Dec.2012

Freelance

- The Organic Pharmacy (Greece)** – Health and Beauty, developed the marketing plan and associated marketing programs for market penetration of a brand new to Greece.
- iBos Solutions Ltd. (UK)** - Worked as one of the company's executive level consultancy team focusing on marketing strategy, branding, communications.
- Mindcube Advertising (Greece)** - Key Account Manager Health and Beauty, provided strategic marketing consultation, by identifying key trends and building effective marketing programs.

EMEA Brand Manager – Consumer Healthcare, OTC

Mar.2008-Jul.2009

Stiefel a GSK company, Maidenhead, UK

- Drove the marketing strategy of three consumer health care therapeutic categories for EMEA.
- Marketing representative within cross functional teams for new product development.
- Developed and monitored marketing activities ensuring alignment with the global strategy.

Group Marketing Manager – Events, Press, Online

Sep.2006-May2007

The Shephard Group Ltd, Slough, UK, Contract

- Led the team, coach and support development to enhance individual and team performance.
- Drove the marketing strategy for all three divisions.
- Maintenance and effective use of client database and information resources.

New Product Development Manager – Cosmetics

Sep.2006-May2007

COSI Ltd, Littlehampton, UK, Contract

- Forecasting trends and identifying new market developments.
- Concept design and collaboration with the R&D on product launches.
- Liaising with external suppliers (fragrances and components).

Marketing Communications Programs Assistant

Jan.2006-Jun.2006

Motorola, Basingstoke, UK, Contract

- Responsible for Customer Relations Management (CRM) project and Direct Marketing activities.

Product Manager for Vichy & Inneov

Jan.2001-Jul.2004

L'Oréal Group of Companies S.A, Greece

- Developed the annual and 3 year marketing plan, including media planning (TV, press, radio).
- Sales forecast and monitor.
- Marketing budget holder for assigned product lines.

EDUCATION

International Marketing, MSc

Brunel University West London UK, England
2006-2008

Marketing & Management, BSc

The American College of Greece, Athens
2004-2005

Title of dissertation: "International Marketing Strategies,
Standardization and Adaptation in the Marketing Mix. Case study;
L'Oréal Vichy".

- **First Major:** Marketing (focus on International Marketing).
- **Second Major:** Management (focus on Strategic Management).

MARKETING