

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

Basketball Coach

Head of the Autism Basketball Program

Jun. 2020-Jun. 2024

Holargos Basketball Club

Jun. 2020-Jun. 2023

- Implement safety protocols to protect participants.

- Advocated for the inclusion and support of autistic individuals in sports and community activities.
- Provided on going 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

Artemis Panagi

CONTACT ME

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- ✉️ panagi12@gmail.com
- 📍 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

Marketing Consultant	Sep.2009-Dec.2012
Freelance	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • 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
COSILtd,Littlehampton,UK,Contract	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • 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	
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International Marketing, MSc	Marketing & Management, BSc
Brunel University West London UK, England	The American College of Greece, Athens
2006-2008	2004-2005

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

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

MARKETING