

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, PowerPoint)
- Adobe Photoshop

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. Through my involvement as a coach in programs addressed to specific population I aim to make our society a better place for the future, the children.

WORK EXPERIENCE

FITNESS

- 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, Panathinaikos BC**

- Seasons 2021-2024, 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.
- Surf Camp; Stand Up Paddle Board Instructor at Surfisland West Crete for the summer season.

VOLUNTEERING

- Friends of Merimna** April 2013 - Dec. 2018

- Olympic Games - Athens 2004** August 2004

- Special Olympics Games** July 2000

MARKETING

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 healthcare 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 - May 2007

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 - May 2007

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

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

Marketing & Management, BSc

The American College of Greece, Athens

2004 - 2005

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