

Artemis Panagi

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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.

Professional Experience - Fitness

June 2020 – Currently: **Holargos BC, CSR Program - Head of the Autism Basketball Dept.**

Feb. 2016 – Currently: **Panathinaikos BC, CSR project - ONE TEAM Coach**

Season 2020, Chatzikonsta institution.

Seasons 2018 - 2019, Special Olympics Hellas.

Seasons 2016- 2017, male juvenile prison in Corinthos.

May 2012 - Currently: **Fitness Trainer**

- **Personal Trainer**, work with clients to reach their fitness goals through functional training.
- **Les Mills**, group fitness instructor at Holmes Place Greece.
- **Surf & Stand Up Paddle Board Instructor**, at Surfisland West Crete for the summer season.

Professional Experience - Marketing

Sept. 2009 - Dec. 2012: **Freelance Marketing Consultant to the following companies**

- **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.

March 2008 - July 2009: **Stiefel a GSK company, Maidenhead, UK (Permanent Role)**
EMEA Brand Manager - Consumer Healthcare, OTC

- 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.

Sept 2007 - March 2008: **The Shephard Group Ltd, Slough, UK (Contract Role)**
Group Marketing Manager – Events, Press, Online

- To lead a 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.

Sept 2006 - May 2007: **COSi Ltd, Littlehampton, UK (Maternity Cover Contract)**
New Product Development Manager – Cosmetics

- 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).

Jan 2006 - Jun 2006: **Motorola, Basingstoke, UK (Contract Role)**
Marketing Communications Programs Assistant

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

Jan 2001 - July 2004: **L'Oréal Group of Companies S.A Greece (Permanent Role)**
Product Manager for Vichy & inneov

- 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

Jan. 2019 – March 2019: BASI, Mat Pilates.

Feb. 2016 - June 2016: NASM, Corrective Exercise.

Sept. 2011 - May 2012: Studio One Greece, Fitness Professional.

Sept. 2004 - Sept. 2005: Brunel University, **MSc** in Marketing.
Title of dissertation: "International Marketing Strategies, Standardization and Adaptation in the Marketing Mix. Case study; L'Oréal Vichy".

Feb. 1997 - Dec. 2001: The American College of Greece, **BSc** (English speaking institution).
1st Major: Marketing (focus on International Marketing).
2nd Major: Management (focus on Strategic Management).

Skills

Leadership: Able to motivate and inspire others, to lead by using a facilitative and engaging approach.

Team Player: Flexible and able to adjust to the needs of the team. Bring out the best in team members and enhancing collaboration.

Project management: Lead projects and bring together cross functional teams to achieve successful completion, even under tight deadlines.

IT: Proficient knowledge of Microsoft Office, Adobe Photoshop and Internet Explorer.

Languages: English and Greek: fluent. Italian and French: Elementary.

Voluntary Work

April 2013 – Dec. 2018: Friends of Merimna.

August 2004: Olympic Games – Athens 2004.

July 2000: Special Olympics Games.

Interests and Activities

1989-2002 basketball player in various Greek teams. Basketball coach to young girls (age 5-10).

Assistant martial arts instructor for children (age 5-17).

Travelling: I have travelled to many wonderful places such as the Amazon rain forest, Peru, Cuba, India, France, Italy which enabled me to experience a wide variety of cultures and taught me how to understand and adapt rapidly to my surrounding environment.

Hobbies: Windsurf, SUP surf, martial arts, tennis, cinema, theatre, music and reading.