

**PERSONAL DETAILS**

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**SUMMARY**

I studied Business Administration & Management at University of Macedonia (B.Sc.) and Information and Communication Systems Engineering Management at Democritus University of Thrace (M.Sc.). My career until now was mostly in sales positions combined with marketing duties inside an "old-school" and traditional industry (marble mainly). During all that period, I was also conducted some scientific – academic research as rapporteur, contributor or participator in workshops.

As a fan of the phrase "The best time to do something is now", I decided to engage more actively with digital marketing & advertising. After a ton of articles, webinars and courses, I started my own business, Toucan Advertising Agency.

**PROFESSIONAL EXPERIENCE**

- 2017 – Today **Marketing Manager & Founder** at Toucan Advertising Agency ([www.toucan-adv.gr](http://www.toucan-adv.gr)) – Digital Marketing Agency  
Helping Small & Medium Enterprises create their path and leave their mark in Digital environment.
- 2015 – 2018 **Freelancer** at Fiverr ([www.fiverr.com/xxronisx](http://www.fiverr.com/xxronisx)) – Service Providing Website  
While seeking for a permanent job and acquiring new skills, I provided freelancing services such as picture editing, video creating and editing, brainstorming assistance, unique ways to send a message and more.
- 2011 – 2015 **Marketing Coordinator & Salesman** at Sales Department, AGGELIDIS G. SIA E.E. – MILESTONE GROUP ([www.milestonegroup.gr](http://www.milestonegroup.gr)) – Marble Quarrying, Processing & Trading Company  
**Briefly:**  
The job with the most responsibilities in my career until now. The company was brand new so the marketing and promotional actions along with branding, IT establishments and networking were my first achievements. I highlight the intense and continuous

building relationships with customers from all over the world.

**Goals Achieved:**

- Participated in more than 200,000 euro/year sales & deals.
- In average 3 email campaigns/year with open and click-through rates being higher than the industry's.

**Tasks Accomplished:**

- CRM Establishment, Use, Management and Utilization
- Campaigns Creation and Management
- Websites Creation (Planning), Improvement, Content Management, Maintenance and Utilization
- Social Media Management
- Branding
- Internet Network Expansion (referral websites like Alibaba presence etc.)
- Promotional Material (Flyers, Business Cards, Brochures, etc.) Creation
- Negotiation with Customers from all over the world for selling marble products and sealing long term deals and co-operations
- Customers' Hospitality and Entertainment
- Organization and Attendance to Exhibitions Worldwide (as Exhibitor)
- Feasibility Studies and Presentations
- Market Research and Analysis
- Production Statistics
- Creation and Handling of Company's Portfolio
- Assistance to Exports Department
- Assistance to Accounting Department

2011 – 2015

**Marketing & Advertising Consultant** at Tool-mania.gr ([www.tool-mania.gr](http://www.tool-mania.gr)) – Online Shop

**Briefly:**

Having an excellent relationship with the Managing Partner, I was offered to help the company to be organized, as they wanted to move to the next level. I highlight my research on selecting the appropriate ERP – CRM system for the company and planning the new website (which was expected to be online before the end of 2016; the delaying reason was the Greek Financial Crisis). Also, running the "Shop-in-Shop" Concept was an excellent experience.

**Tasks Accomplished:**

- Organization and Attendance to Exhibitions (as Visitor)
- Review and Selection of new products
- ERP and CRM Selection and Establishment
- Market Research and Analysis
- Competition Analysis
- Promotional Material Creation (Flyers, Business Cards, Brochures, etc.)
- Establishment and Running of "Shop-in-Shop" Concept

2010 – 2012

**Marketing & Production Assistant** at Production Department, AFI HATZIVARITI SA – INTERTRADE ([www.itd.gr](http://www.itd.gr)) – Marble Machinery Company

**Briefly:**

My first promotion was followed by more interesting duties. I highlight my first contact with ERP & CRM systems and also my first experience about how the real market works. The Greek Financial Crisis forced me to quit and so I joined Milestone Group.

**Tasks Accomplished:**

- Website Improvement, Content Management and Maintenance
- CRM & ERP Use
- Promotional Material (Flyers, Business Cards, Brochures, etc.) Creation
- Feasibility Studies
- Invoicing
- Costing Analysis
- Logistics
- Competition Analysis
- Market Analysis
- Machines Depreciation
- Salary Analysis

2005 – 2010

**Assistant Accountant** at Costing, Evaluating & Forecasting Data of Financial Situations Department, AFI HATZIVARITI SA – INTERTRADE ([www.itd.gr](http://www.itd.gr)) – Marble Machinery Company

**Briefly:**

My first working experience. The tasks I was occupied with, were not what exactly I wanted, but it was a pleasure that they trusted me as I was 20 years old when I was hired with Bachelor studies running and Master studies and Military service following.

**Tasks Accomplished:**

- Feasibility Study via Ratios
- Accounting
- Costing
- Forecasting
- Financing

## EDUCATION

2007 – 2009

**M.Sc. in Information and Communication Systems Management, Systems Engineering Management** (<http://sem.eng.duth.gr/>)

Democritus University of Thrace, Xanthi, Greece ([www.duth.gr](http://www.duth.gr))

**Achieved GPA (Grade Point Average): 8,70 (/10,00)**

**Keywords:** Management, Economics, Legislation, Systems Theory, Database Design, Information Systems Analysis & Design, Project Management, Quality Management, Network Systems

**Research Topics Accomplished:**

- Requirements Analysis of Information System in “Rent a Car” Enterprise
- Website Creation via Joomla
- Business Plan Evaluation
- Systemic Approach with Viable System Model
- Small & Medium Enterprises Management
- Research, Design & Implementation of an Integrated Information System for Calculating Objective Value Property & Tax Clearance in Real Estate
- Mobile Technology beyond 3G
- Modeling of Production Line in Fuzzy Environment with Data Mining
- Information System Safety & Security

**Thesis:** A Model to Investigate the Critical Success Factors for the Acceptance of Online Education

**Achieved Grade: 9,75 (/10,00)**

2003 – 2007

**B.Sc. in Business Administration**

University of Macedonia, Thessaloniki, Greece ([www.uom.gr](http://www.uom.gr))

**Achieved GPA (Grade Point Average): 7,53 (/10,00)**

**Keywords:** Marketing, Macro-micro economics, Management, Law, Accounting, Information Systems, Statistics, Market Research, Human Resources, Supply Chain, Costing, SWOT Analysis

**Research Topics Accomplished:**

- Small & Medium Enterprises Management
- Financial Modeling, Leasing
- Analysis & Prediction of Timelines

## FURTHER EDUCATION

2015

**Course: Football Marketing and Management**

(<http://sbibarcelona.com/events/footballsoccer-marketing-management-executive-program/>)

Sports Business Institute of Barcelona (<http://sbibarcelona.com>)

**Keywords:** Football, Soccer, Sports, Marketing, Management, Agency, Intermediate, Sponsorship, Social Media, Event Management

**Research Topics Accomplished:**

- Introduction to football marketing and the business of sport
- Business development at top European football clubs
- Successful football sponsorship partnerships
- Athlete representation in football
- Individual athlete sponsorship in football
- Ambush marketing in football
- Strategic football event management
- Digisport & social media

**Masterclasses Attended:**

- "Sponsorship in Football" with Richard Lamb, Managing Director in Asia, Inter Milan
- "Digital Business in Football" with Oscar Ugaz, Former Digital Business Manager, Real Madrid
- "#EnjoytheRide Campaign Case Study" with Laura Gabbidon, Marketing Manager, Wolverhampton Wanderers FC
- "Videogames and Football" with Yeray Romera, Marketing Executive, EA Sports
- "Club Wembley Case" with Chris Crouch, Sales Executive, Club Wembley
- "Liverpool and Content" with Alex Kunawicz, Former Head of Content, Liverpool FC

2016

**Course: Sport Sponsorship. Let them Play** (<https://www.coursera.org/learn/sport-sponsorship>)

Coursera (<https://www.coursera.org>)

**Achieved GPA (Grade Point Average): 8,75 (/10,00)**

**Keywords:** Sports Sponsorship, Sponsorship Activation, Johan Cruyff Foundation

**Research Topics Accomplished:**

- Basic Principles of Sponsorship
- The Stakeholders of the Sport Sponsorship
- Activation for Sport Sponsorship

2015

**Course: Sports and Recreation Management**

(<https://www.open2study.com/courses/sports-and-recreation>)

Open2Study (<https://www.open2study.com>)

**Achieved GPA (Grade Point Average): 9,30 (/10,00)**

**Keywords:** Risk Analysis, Sports, Recreation, Event Management

**Research Topics Accomplished:**

- Introduction to the Industry
- Leading and Managing People
- Managing Organizational Risks
- Planning and Providing Sessions

2016

**Course: Grow Greek Tourism Online**

(<https://greektourism.withgoogle.com>)

Google (<https://www.google.com>)

**Achieved GPA (Grade Point Average): 10,00 (/10,00)**

**Keywords:** Digital Marketing, Online Marketing

**Research Topics Accomplished:**

- Online Presence
- Email Marketing
- SEO
- SEM
- Analytics
- Location-based Marketing
- Social Media Marketing
- Mobile Marketing
- Display Advertising
- Video Marketing
- Global Reach
- E-commerce

2016

**Course: Inbound Marketing**

(<http://certification.hubspot.com/inbound-certification>)

HubSpot (<https://www.hubspot.com>)

**Achieved GPA (Grade Point Average): 8,20 (/10,00)**

**Keywords:** Inbound Strategy, Content Creation, Blogging, Social Media, CTA, Landing Page, Thank You Page, Smarketing

**Research Topics Accomplished:**

- Attracting Website Visitors
- Converting Visitors into Leads
- Close Leads into Customers
- Delight Customers into Promoters

*Certification Valid until 01/12/2018*

2016

**Course: Email Marketing**

(<http://certification.hubspot.com/email-marketing-certification-course>)

HubSpot (<https://www.hubspot.com>)

**Achieved GPA (Grade Point Average): 8,30 (/10,00)**

**Keywords:** Email Marketing, Inbound Strategy, Lead Nurturing, Buyer's Journey

**Research Topics Accomplished:**

- Lifecycle Marketing
- Segmentation
- Design
- Deliverability
- Analytics
- Optimization

*Certification Valid until 01/12/2018*

2017

**Course: Advertising Fundamentals**

(<https://www.linkedin.com/learning/advertising-fundamentals>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Advertising, Marketing

**Research Topics Accomplished:**

- Getting Your Marketing Message to Market
- The Minimum Viable Marketing Plan
- Working with Partners
- Advertising in Larger Corporations

2017

**Course: Foundations of Animation**

(<https://www.linkedin.com/learning/foundations-of-animation>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Animation, Visual Effects

**Research Topics Accomplished:**

- Physics and Motion
- Animation Software
- Principles of Animation
- Timing

2017

**Course: After Effects CC Essential Training (2015)**

(<https://www.linkedin.com/learning/after-effects-cc-essential-training-2015>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Animation, Visual Effects, Graphics Design, Rotoscoping, Tracking

**Research Topics Accomplished:**

- Fundamentals
- Compositions
- Effects
- 3D
- Typography
- Timing

2017

**Course: After Effects Guru: Animating Typography**

(<https://www.linkedin.com/learning/after-effects-guru-animating-typography>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Animation, Typography

**Research Topics Accomplished:**

- Emotions of Animation
- Aesthetic and Technical Principles
- Creating and Animating

2017

**Course: After Effects Guru: Using Generator Effects**

(<https://www.linkedin.com/learning/after-effects-guru-using-generator-effects>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Animation, Effects

**Research Topics Accomplished:**

- Graphic Backgrounds
- Graphic Elements
- Adding Styles

- 2017 **Course: VFX Techniques: Tracking Objects onto a Face**  
(<https://www.linkedin.com/learning/vfx-techniques-tracking-objects-onto-a-face>)  
LinkedIn (<https://www.linkedin.com>)  
**Keywords:** Animation, VFX  
**Research Topics Accomplished:**
- Digital Makeup
  - Planar Tracking (Mocha)
  - Motion Graphic
  - 3D Layers
  - Color Grading
- 2017 **Course: VFX Techniques: Building Replacement with After Effects**  
(<https://www.linkedin.com/learning/vfx-techniques-building-replacement-with-after-effects>)  
LinkedIn (<https://www.linkedin.com>)  
**Keywords:** Animation, VFX  
**Research Topics Accomplished:**
- Track Camera
  - Layering a Scene
  - Color Grading and Fine Tuning
- 2017 **Course: Getting Started in Photography**  
(<https://www.linkedin.com/learning/getting-started-in-photography>)  
LinkedIn (<https://www.linkedin.com>)  
**Keywords:** Photography  
**Research Topics Accomplished:**
- Gear
  - Shooting Skills
  - Software
- 2017 **Course: Introduction to Photography**  
(<https://www.linkedin.com/learning/introduction-to-photography>)  
LinkedIn (<https://www.linkedin.com>)  
**Keywords:** Photography  
**Research Topics Accomplished:**
- Cameras and Lenses
  - Exposure and Metering
  - Composition
  - Portrait
  - Workflow
- 2017 **Course: Finding Your Style as a Photographer**  
(<https://www.linkedin.com/learning/finding-your-style-as-a-photographer>)  
LinkedIn (<https://www.linkedin.com>)  
**Keywords:** Photography  
**Research Topics Accomplished:**
- Photography and Art
  - Future Style
- 2017 **Course: Creative Photography Techniques**  
(<https://www.linkedin.com/learning/creative-photography-techniques>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Photography

**Research Topics Accomplished:**

- Multi-Exposure
- Camera Movement
- Textures
- Impressions

2017

**Course: Insights on Photography: Business and Social Media**

(<https://www.linkedin.com/learning/insights-on-photography-business-and-social-media>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Photography, Social Media

**Research Topics Accomplished:**

- Utilizing Social Media
- Evolution of Photography Gear

2017

**Course: Running a Photography Business: Pricing Your Work**

(<https://www.linkedin.com/learning/running-a-photography-business-pricing-your-work>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Photography

**Research Topics Accomplished:**

- Demographics and Target Audience
- Costing and Pricing
- What you are Going to Offer
- Suppliers
- Adding Value

2017

**Course: Shooting Aerial Panoramas with a Quadcopter**

(<https://www.linkedin.com/learning/shooting-aerial-panoramas-with-a-quadcopter>)

LinkedIn (<https://www.linkedin.com>)

**Keywords:** Photography, Quadcopter, Drone

**Research Topics Accomplished:**

- Preparation and Flight
- Post Processing

2016

**Course: Getting Started with Video Production and Editing**

(<https://www.linkedin.com/learning/getting-started-with-video-production-and-editing>)

LinkedIn (<https://www.linkedin.com>)

**Achieved GPA (Grade Point Average): 10,00 (/10,00)**

**Keywords:** Video, Filmmaking

**Research Topics Accomplished:**

- Video Production
- Video Editing
- Film Production

2016

**Course: Introduction to Video Editing**

(<http://www.linkedin.com/learning/introduction-to-video-editing>)

LinkedIn (<https://www.linkedin.com>)

**Achieved GPA (Grade Point Average): 10,00 (/10,00)**



**Keywords:** Video, Filmmaking

**Research Topics Accomplished:**

- Video Post-Production
- Video Editing
- Film Editing

2016

**Course: Foundations of Video: Cameras and Shooting**

(<https://www.linkedin.com/learning/foundations-of-video-cameras-and-shooting>)

LinkedIn (<https://www.linkedin.com>)

**Achieved GPA (Grade Point Average): 10,00 (/10,00)**

**Keywords:** Video, Filmmaking

**Research Topics Accomplished:**

- Video Production
- Video Editing
- Film Production
- Shooting Video
- Video Lighting

2016

**Course: Premiere Pro CS6 Essential Training**

(<https://www.linkedin.com/learning/premiere-pro-cs6-essential-training>)

LinkedIn (<https://www.linkedin.com>)

**Achieved GPA (Grade Point Average): 10,00 (/10,00)**

**Keywords:** Video, Filmmaking

**Research Topics Accomplished:**

- Video Production
- Video Editing
- Film Production
- Film Editing
- Video Post-Production
- Adobe Premiere

2015

**Course: User Experience for the Web**

(<https://www.open2study.com/courses/user-experience-for-the-web>)

Open2Study (<https://www.open2study.com>)

**Achieved GPA (Grade Point Average): 9,80 (/10,00)**

**Keywords:** UX, User Experience, Website Design

**Research Topics Accomplished:**

- Overview of User Experience (UX)
- The Elements of UX
- Knowing your Users
- Usability Evaluation Techniques

2015

**Course: Innovation for Powerful Outcomes**

(<https://www.open2study.com/courses/innovation-for-powerful-outcomes>)

Open2Study (<https://www.open2study.com>)

**Achieved GPA (Grade Point Average): 10,00 (/10,00)**

**Keywords:** Innovation, Creativity, Ideas

**Research Topics Accomplished:**

- Innovation in Practice
- Creativity in Action
- Bringing Ideas to Life

- Building an Innovative Organization

2015

**Course: Online Advertising**<https://www.open2study.com/courses/online-advertising>Open2Study (<https://www.open2study.com>)**Achieved GPA (Grade Point Average): 10,00 (/10,00)****Keywords:** Online Advertising, Digital Planning and Measurement, Digital Campaigns**Research Topics Accomplished:**

- Evolution of online advertising
- Types of online advertising
- Digital platforms
- Digital campaign planning & measurement

2015

**Course: Strategic Management**<https://www.open2study.com/courses/strategic-management>Open2Study (<https://www.open2study.com>)**Achieved GPA (Grade Point Average): 10,00 (/10,00)****Keywords:** Strategic Management, Management Principles**Research Topics Accomplished:**

- Context and Principles of Strategic Management
- External Strategic Management Principles
- Competitive Strategies
- Management Errors

2015

**Course: Writing for the Web**<https://www.open2study.com/courses/writing-for-the-web>Open2Study (<https://www.open2study.com>)**Achieved GPA (Grade Point Average): 9,80 (/10,00)****Keywords:** Content Management, Effective Content Creation**Research Topics Accomplished:**

- Why Writing for the Web is Different
- Characteristics of Good Content
- Writing Effective Content
- Looking After Your Content

2015

**Course: Principles of Project Management**<https://www.open2study.com/courses/principles-of-project-management>Open2Study (<https://www.open2study.com>)**Achieved GPA (Grade Point Average): 9,80 (/10,00)****Keywords:** Project Management**Research Topics Accomplished:**

- Project Management Overview
- The Concept Phase
- The Develop Phase
- Project Execute and Finish Phases

2015

**Course: Management for a Competitive Edge**<https://www.open2study.com/courses/management-for-a-competitive-edge>Open2Study (<https://www.open2study.com>)**Achieved GPA (Grade Point Average): 8,50 (/10,00)****Keywords:** Management, Theories, Tools, Leadership

**Research Topics Accomplished:**

- Introduction to Management
- Management Tools
- Strategy
- Leading

2017

**Webinar: Key Marketing Lessons From UEFA Women's Euro 2017**

with Xavi Bové, Communications Manager, Naru Sports

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Research Topics Accomplished:**

- What is the Marketing team responsible for?
- Was the Women's Euro successful in terms of marketing?
- What can we apply for the future of women's football?

2017

**Webinar: Redefining Success in Player Development**

with Dave Wright &amp; Dan Wright, UEFA A licensed coaches

Player Development Project ([www.playerdevelopmentproject.com](http://www.playerdevelopmentproject.com))**Research Topics Accomplished:**

- What is success in player development?
- The constraints led approach
- Knowing your players
- Building relationships
- Creating a learning environment

2017

**Webinar: Why Sport is the Most Disrupted of All Industries**

with Stephen Bourke, an experienced sports business strategist and digital analyst

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Research Topics Accomplished:**

- The behavioral impact of digital technology on fans
- Why strategy, not technology, is most important in the digital age
- The top five trends in digital sport that have emerged in 2017

2017

**Webinar: Digital Sport in Football**

with Dan McLaren, Founder, Digital Sport

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Research Topics Accomplished:**

- The latest digital trends in the sports industry
- Digital disruption of traditional business models
- E-Sports in the football industry
- Data analytics in the business of sport

2017

**Webinar: Sponsorships in Football**Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Research Topics Accomplished:**

- Objectives of a sponsorship for brands and sports properties
- Sponsorship Proposal
- Activation
- Evaluation

2017

**Webinar: Operations Inside a Football Club**

with Marios Christodoulou, Operations Manager, APOEL FC

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Research Topics Accomplished:**

- Ticketing
- Safety – Security
- CRM Implementation
- Fan’s Experience

2017

**Webinar: Virtual Reality in Football**

with Alex Kunawicz, VP of Strategy, Laduma

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Keywords:** Virtual Reality in Sports, Digital Strategy & Business, Digital Revolution, Digital Sports Media**Research Topics Accomplished:**

- VR & Sports Properties
- Opportunities
- Engaging Fans

2017

**Webinar: Trends in Digital Sport for 2017**

with Richard Clarke, Senior Director of Digital Media &amp; Communications, Colorado Rapids

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Keywords:** Digital Strategy & Business, Digital Revolution, Digital Sports Media**Research Topics Accomplished:**

- VR & Fan Experience
- eSports
- Broadcasting & Live Streaming

2016

**Webinar: How Clubs, Leagues & Players Should Manage Their Digital Presence**

with Mario Leo, Founder and General Manager, RESULT Sports

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Keywords:** Digital Strategy & Business, Digital Revolution, Digital Sports Media**Research Topics Accomplished:**

- The status quo of leagues, clubs & players and their efforts to grab an international audience
- The digital revolution from newsfeed to infotainment heading towards unique differentiation
- The shift from cost to profit center - the journey of digital sports media

2016

**Webinar: How Football Clubs Can Engage Fans Using Video**

with Steve Langdon, Global Director of Strategic Media Consulting, Ooyala

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))**Keywords:** Digital Strategy & Business, Video Marketing, Monetize Video**Research Topics Accomplished:**

- Digital challenges at football clubs
- Mobile first
- Business model
- Labelling content
- Personalizing to fans
- Going live
- Big date

2016

**Webinar: Digital Business Inside a Football Club**

with Joaquim Cardona, Former Head of Digital Business, FC Barcelona

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Keywords:** Digital Strategy & Business, Social Media Monetization, Brand Licensing

**Research Topics Accomplished:**

- Implementing a digital strategy inside a football club
- Brand licensing for digital products
- Content distribution and syndication
- Maximizing revenue with an e-commerce store of a football club
- Social media monetization in football

2016

**Webinar: FIFA \ TMS – Insights on International Football Transfers**

with Mark Goddard, General Manager, FIFA TMS

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Keywords:** FIFA TMS, Transfer Matching System, Football Transfer Market

**Research Topics Accomplished:**

- Overview of FIFA TMS as a company
- FIFA TMS's role in the growth and improvement of the football transfer market
- Latest insights on international Football Transfers
- Emerging football countries – China & India

2016

**Webinar: Social Media Sponsorship Activation**

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Keywords:** Social Media, Digital Sponsorships, Activation Campaigns, Trends, Football

**Research Topics Accomplished:**

- How to create engaging consumer experiences via digital media
- The power of “brand storytelling” on social media
- Digital sponsorship activation techniques in football
- Industry case studies and best practices
- Impact and measurement of social media activation campaigns

2016

**Webinar: Digital Media Strategy – Borussia Dortmund**

with David Görge, Head of New Media & CRM, Borussia Dortmund

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Keywords:** Digital Media, Digital Platforms, Social Media, Trends, Football

**Research Topics Accomplished:**

- Digital media strategy of Borussia Dortmund
- How the club leverages its digital platforms to achieve corporate objectives

2016

**Webinar: Snapchat in Sport**

with Vedran Vukusic, Communications Manager, Overtime Sports Marketing

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Keywords:** Snapchat, Digital Media, Social Media, Trends, Football, Sports

**Research Topics Accomplished:**

- How to leverage Snapchat for sport clubs, athletes & brands

2016

**Webinar: Digital Media Trends in Football**

Sports Business Institute of Barcelona ([www.sbibarcelona.com](http://www.sbibarcelona.com))

**Keywords:** Digital Media, Social Media, Trends, Football

**Research Topics Accomplished:**

- The latest digital media & marketing trends in the football industry
- How football clubs and brands leverage their digital assets to penetrate emerging markets

- The importance of a strong and consistent tone on social & digital channels
- Digital media strategy, content & monetization best practices
- How to leverage emerging platforms including Snapchat & Periscope

2016

**Webinar: The Impact of the Digital Age on the Marketing of Football**<http://johancruyffinstitute.com/webinar/marketing-of-football>Johan Cruyff Institute ([www.johancruyffinstitute.com](http://www.johancruyffinstitute.com))**Keywords:** Digital Media, Digital Marketing, Football Business Trends**Research Topics Accomplished:**

- Business models and growth strategies
- Clubs' digital offerings
- Digital technology and media
- Personalized content and user experience

2015

**Webinar: Social Marketing Trends for 2016**<http://www.emarketer.com/Webinar/Social-Marketing-Trends-2016/4000124>eMarketer (<http://www.emarketer.com>)**Keywords:** Social Media, Marketing, Trends**Research Topics Accomplished:**

- eMarketer's latest forecasts for social media marketing and social network ad revenues
- Why TV ad dollars will start to flow more steadily toward social in 2016
- How livestreaming will be pushed into the mainstream
- The importance of influencer marketing and how marketers will address issues of ad blocking and viewability

2015

**Webinar: Key Digital Trends for 2016**<http://www.emarketer.com/Webinar/Key-Digital-Trends-2016/4000125>eMarketer (<http://www.emarketer.com>)**Keywords:** Digital, Marketing, Trends, Mobile**Research Topics Accomplished:**

- The future of mobile payments
- Shifting patterns of video consumption
- The emergence of messaging apps as a marketing platform
- The digital tastes of millennials and centennials

2015

**Webinar: Content Marketing in 2016: Four Critical Questions to Ask While You're Planning**MarketingProfs (<http://www.marketingprofs.com>)**Keywords:** Content Marketing, Planning**Research Topics Accomplished:**

- Time management
- Documentation of content workflow strategy
- Maximization of resources
- Tools selection

2015

**Webinar: Virtual Event Environments: Implement & Succeed with Next Generation Online Venues**<https://engage.vevent.com/microsite24.jsp?eid=471&seid=2875&language-code=en&country-code=US&page=1000>Vevent (<http://www.vevent.com>)**Keywords:** Virtual Environments, Innovation

**Research Topics Accomplished:**

- Virtual Environments change online business communication
- Leverages of Virtual Environments for organizations
- Strategies for Virtual Environments
- Different Approaches
- Critical Success Factors

2016

**Conference: A New Sports Order – Sports & Brands**<http://www.sportsandbrands.gr>

with:

Fabio Napoli, Marketing Director, Gazzetta dello Sport

Marios Barkis, Commercial Director, Nissan Greece

Peter Willems, Head of Marketing Activities &amp; Sponsorships, UEFA

Marketing Week (<http://www.marketingweek.gr>)**Keywords:** Sports, Media, Brands, Innovation, Values**Research Topics Accomplished:**

- A myth for the future: the case of Gazzetta dello Sport (Media Perspective)
- Innovation that excites: the Champions League case study (Brand Perspective)
- Is there a future for sponsorship? (Sports Organization Perspective)

**SKILLS ACHIEVED, STRENGTHS, INTERESTS AND HOBBIES**

Languages	Greek	Native
	English (First Certificate in English, University of Cambridge)	Advanced
	Italian (CELI 3, University of Perugia)	Basic
Technical Skills	Microsoft Word, Excel, PowerPoint, Access, Visio	Expert
	Use and Management of ERPs (Atlantis & XLine by Altec, Galaxy by Singular)	Advanced
	Use and Management of CRMs (Custom, Vtiger, Galaxy by Singular)	Advanced
	Website Creation (Wordpress)	Advanced
	Planning of Creation & Management of websites (CMS)	Advanced
	Management Tools (SWOT Analysis, Porters Five Forces, PESTEL Analysis, BCG Matrix, GE/McKinsey Matrix, Risk Analysis, SMART Goal Setting, Tuckman's Team Development Model, Sandwich Feedback Technique, etc.)	Advanced
	Project Management	Basic
	Adobe Photoshop, MS Paint	Advanced
	Windows Movie Maker	Expert
	Mind Manager programs	Expert
	SPSS	Basic
	Email Campaigns (Mailchimp)	Advanced
	Accounting (Kefalaio)	Basic
	Finan, Cost and Business Plan by Specisoft	Advanced
	User Experience in Websites	Basic
	Social Media, S.E.O.	Advanced
	Project Management	Basic
Personal	Idea Generation	√
	Unique Solutions	√
	Creativity and Imagination	√
	Innovation	√
	Customers' Handling	√
	Closing Deals	√

	Promotion	√
	Presentation, Public Speech	√
Social Activities	Football (Soccer) Tournament Organization and Management Interaction with many people from all over the world for various purposes Donating to people who really need it (raped girl in comma, victims of Haiti, etc.)	
Interests	Advertising, Branding User Experience Internet of Things Sports Marketing Animation Infographics Archeology and Paleontology Filmmaking	
Hobbies	Traveling Playing, Watching and Reading about Football (Soccer) Photography Walking Chess Exploring with Drone Collecting Coins and Phone cards Movies Reading Books Multiplayer Videogames	

#### MILITARY SERVICE (Accomplished)

2009 – 2010	<ul style="list-style-type: none"> <li>○ Communication Forwarder</li> <li>○ Artillery Crew</li> <li>○ Responsible for Scheduling &amp; Arranging Duties &amp; Services in the Band</li> </ul>
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#### SCIENTIFIC – ACADEMIC RESEARCH (Conducted)

Rapporteur	<ul style="list-style-type: none"> <li>○ Aggelidis V. P., Aggelidis P. G., "A model to investigate the critical success factors of the acceptance of on line education", 5<sup>th</sup> National &amp; International Conference "From Systemic Thinking To Systems Design &amp; Systems Practice", June 24 -27 2009, Xanthi, Greece</li> </ul>
Contributor in Research	<ul style="list-style-type: none"> <li>○ Kogia F., Andronikopoulos K., Sapalidou G., Angelidis P., Angelidis G., 2017. "Using least squares method for minimizing the total error for olive oil and alcoholic beverages with bomb calorimeter", 3<sup>rd</sup> IMEKO FOODS, Metrology promoting Standarization and Harmonization in Food and Nutrition, 1 – 4/10/2017, Thessaloniki, Greece</li> <li>○ Kogia Gr. Fotini, Angelidis G. Gregory, Angelidis G. Polichronis, 2014. "Interest for the environment and environmental friendly behaviors", 7<sup>th</sup> PanHellenic Conference on Environmental Policy and Management, Department of Environmental Studies, University of the Aegean, 30/5 – 1/6/2014, Mytilene, Greece</li> <li>○ Kogia G. Fotini, Angelidis G. Gregory, Angelidis G. Polichronis, 2014. "Innovative applications of Physics aiming to: energy and cost savings and environmental protection", 15<sup>th</sup> PanHellenic Conference of E.E.F., 6 – 9/3/2014, Nafplio, Greece</li> <li>○ Kogia Gr. Fotini, Angelidis G. Gregory, Angelidis G. Polichronis and Meitanidou</li> </ul>



- P. Anna, 2012. "Use of telemetry in the management of protected areas. Application in Nestos Delta and in Lake Ismarida", 5<sup>th</sup> PanHellenic Conference on Environmental Policy and Management, Department of Environmental Studies, University of the Aegean, 25 – 27/5/2012, Mytilene, Greece
- Kogia Gr. Fotini, Angelidis G. Gregory, Angelidis G. Polichronis and Meitanidou P. Anna, 2011. "Geothermal Energy exploitation, the authority on green development in the Region of Eastern Macedonia and Thrace", 4<sup>th</sup> PanHellenic Conference on Environmental Policy and Management, Department of Environmental Studies, University of the Aegean, 27 - 29/5/2011, Mytilene, Greece
  - Kogia Gr. Fotini, Angelidis G. Gregory, Angelidis G. Polichronis, Osianlis S. George and Philipou - Galataki Ch. Eleftheria, 2011. "Study of the functioning of modern devices of harnessing the sea energy", 9<sup>th</sup> Environmental Conference of E.E.F., 11 - 13/3/2011, Naoussa, Greece
  - Kogia Fotini, Aggelides George, Aggelides Polichronis and Aggelides Gregory, 2008. "STATISTICAL ANALYSIS OF THE EXPLOITATION OF SEA ENERGY IN GREECE, EUROPE AND GLOBALLY", 3<sup>rd</sup> International Conference ENERTECH '08, 20 – 23/11/2008, Conference Center of Peania, Athens, Greece
  - Kogia Gr. Fotini, Angelidis G. Gregory and Angelidis G. Polichronis, 2008. "Environmental impacts of modern devices of harnessing of energy of the sea", PanHellenic Conference "Environmental Policy and Management", Department of Environmental Studies, University of the Aegean, 20 – 22/6/2008, Mytilene, Greece
  - Kogia G. Fotini, Angelidis G. Gregory, Mittas A. Nikolaos, Angelidis G. Polichronis and Daskalaki A. Dionysia, 2007. "Analytical Study of Experimental Procedure for Laboratory Measurement of liquid viscosity. Application to the case of Honey", 10<sup>th</sup> Joint Conference of the Association of Greek and Cypriot physicists of E.E.F., 1/3 - 4/3/2007, Corfu, Greece
  - Kogia G. F., Angelidis G. G. and Angelidis G. P., 2006. "Oil spill diffusion: Prevention, Management, Consequences", 7<sup>th</sup> PanHellenic Conference of Environment of E.E.F., 24/11 - 26/11/2006, Konitsa, Greece
  - Kogia G. F., Angelidis G. P., Angelidis G. G., 2006. "Industrial wastewater treatment using centrifuges for the Protection of the Environment", 11<sup>th</sup> PanHellenic Conference of E.E.F., March 30/3 – 2/4/2006, Larisa, Greece
  - Kogia F., Konidaris A. and Angelidis P., 2005. "Penetration of sea in Vistonida Lagoon and its environmental significance" 5<sup>th</sup> National Conference of the Greek Committee for managing of Water Resources Based on Runoff Basin, 6/4 - 9/4/2005, Xanthi, Greece
- Participator in Workshops
- 3<sup>rd</sup> Students' Conference, "We study now, we rule tomorrow", University of Macedonia, 11/11 – 21/11/2003, Thessaloniki, Greece
  - 11<sup>th</sup> PanHellenic Conference of E.E.F., "Estimation of Voltage with Phy.L.I.A. (Physics Learning by Inquiry Activities) procedure, March 30/3 – 2/4/2006, Larisa, Greece
  - 11<sup>th</sup> PanHellenic Conference of E.E.F., "Estimation of Velocity with Phy.L.I.A. (Physics Learning by Inquiry Activities) procedure, March 30/3 – 2/4/2006, Larisa, Greece
- References
- Alexandrou D., 2006, "Use of Centrifugal Separation Method for Diesel Fuel Cleaning", Thesis, T.E.I. Kavala, Kavala, Greece
  - Papadopoulos A. S., 2008, "Energy Islands", Thesis, T.E.I. Kavala, Kavala, Greece
  - Theodoridou C. I., Souliou I. D., 2008, "Study for the Utilization of Wave

- Energy with LIMPET System”, Thesis, T.E.I. Kavalas, Kavala, Greece
- Manios Nikolaos, Melissanidis Matthaïos, 2008, “Oil Spill Spread in Maritime Environment”, Thesis, T.E.I. Kavalas, Kavala, Greece
  - Mantellos Vlassis, 2008, “Study for the Utilization of Wave Energy with Pilamys Order”, Thesis, T.E.I. Kavalas, Kavala, Greece
  - Mavroudis A. P., Karamanis C. S., 2009, “Investigation and Analysis of Environmental Impacts of Modern Utilization Orders of Marine Energy”, Thesis, T.E.I. Kavalas, Kavala, Greece
  - Tzouras D., 2012, “Study of Operation of Wave Order Buldra”, Thesis, T.E.I. Kavalas, Kavala, Greece
  - Karageorgiou D., Salaoras D., 2012, “Study for Electrical Power Production with Wave Order OEBUOY”, Thesis, T.E.I. Kavalas, Kavala, Greece
  - Karagianni A. K., 2012, “Study for the Utilization of Marine Energy with ‘Underwater Kite’ Order”, Thesis, T.E.I. Kavalas, Kavala, Greece
  - Osianlis S. G., 2012, “Study of the Modern Utilization Orders of Marine Energy, Thesis, T.E.I. Kavalas, Kavala, Greece