

## CAREER PLANNING

For more informations about my objectives and achievements, **visit my portfolio at [www.thepathmarketing.com](http://www.thepathmarketing.com)**

## IT SKILLS

Microsoft Suite - Photoshop - Illustrator - Adobe XD - Wordpress - Wix - Canva - Google Ads - Mailchimp - LinkedIn Campaign Manager - Meta Business - Midjourney - ChatGPT - Pro Tools

## HARD SKILLS

Project management - Digital marketing campaign management - Strategic planning - Artistic direction - Copywriting - Graphic design

## LANGUAGES

English (Fluent)  
French (Bilingual)  
Greek (Bilingual)

## INTERESTS AND ACTIVITIES

Ex-basketball player and coach assistant at a local club - Active fan of the Oklahoma City Thunder (NBA team) - Audio engineering and music production - Philosophy of religions and astrophysics.

## EDUCATION

### 2019 - 2021 : MBA / ISCOM PARIS

Communication and marketing school, Master degree, major in "**Brand and Innovation Management**". Dissertation topic : "*How did the NBA became a unique and progressive league on the international sport market?*"

### 2018 : ERASMUS / FONTYS TILBURG

6 months student exchange in a Dutch Business School, major in "**International Sport Business**"

### 2016 - 2019 : BACHELOR / ISCOM PARIS

Communication and marketing school, full english Bachelor degree, major in "**International Communication**"

### 2013 - 2016 : HIGHSCHOOL DEGREE / SOPHIE GERMAIN

Highschool degree, major in **economics and social study**. Case study of the final year : "Money and corruption in the football industry"

### 2005 - 2017 : MUSIC STUDY / HECTOR BERLIOZ CONSERVATORY

2 degrees obtained in **music theory** and classical guitar

## COURSES

Newsletter programming (Mailchimp)  
SEO optimized writing

## WORK EXPERIENCE

MAY 2023 / DECEMBER 2023

### FEELING SPORTS - Communication Executive

**About the company** : Feeling Sports is a B2B web development agency specializing in the creation of sports prediction games (Fantasy, Predictions, Quizzes, etc.) for sports players. They work for leagues, federations and other international competitions to improve their fan engagement through their digital solutions.

- **Communication strategy**: Shaped the 360° communication strategy of the company, managed the social media content and campaigns (LinkedIn).
- **Art direction**: Directed the project to change the graphic charter and its application to various supports, managed the graphic redesign of the website and our digital solutions, managed the graphic designers.
- **Digital marketing**: Defined and managed the SEA strategy (Google Ads) in sync with the LinkedIn campaigns.
- **UX Design, wireframing and web content** : Directed the structural and graphic update of the company's website using the new graphic charter, challenged and hired the service providers via a call for proposals, constructed the architecture and wireframing of the website according to the business objectives (creative briefing).

DECEMBER 2021 / APRIL 2023

## ISG SPORT BUSINESS MANAGEMENT - National Communication Manager

**About the company :** ISG Sport Business Management is the latest business school launched by IONIS group (french leader in private education). The school specializes in sports business professions. It launched in 2021 through a historic partnership with the NBA and became the first educational partner of the big league in Europe.

- **Partnership activations management:** Managed the activations with the business and marketing partners: NBA, First Team, Trashtalk, Paris Volleyball, Sport Unlimitech.
- **Social media management:** Launched the social media strategy, managed the LinkedIn, Instagram, TikTok and Youtube accounts, designed the visuals, directed the videos with service providers, designed and launched the paid social media campaigns and newsletters.
- **SEO optimisation:** Shaped the UX Design of the company's website in collaboration with the web developer and the communication director, defined the SEO strategy with the SEO manager, wrote all the text contents of the website (SEO optimized copy writing), wrote SEO articles monthly.
- **Print advertisement:** Designed, wrote and produced the prints with service providers (kakemonos, booklets, leaflets and goodies and on site decoration).

DECEMBER 2020 / DECEMBER 2021

## BEGOOD - CEO Right Hand

**About the company :** BEGOOD is a startup created in 2020 by Laetitia Olivier, former communications/CSR director who worked for large groups such as FDJ and Kiering. Begood offers a support cycle made up of conferences, workshops and sports courses animated by experts teachers and speakers with the aim of helping top managers regain their vitality.

- **Project management with multiple agencies:** Managed the service providers agencies (IT, Content Marketing, Webdesign, Brand Design and SEO/SEA), took part of the creative meetings, controlled the quality of the deliverables and completed the quotes with new needs.
- **Launching of the proof of concept:** Defined the clients journey, led the qualitative and quantitative studies, optimized the service.
- **Digital Marketing:** Constructed the architecture and wireframing of the website according to the business objectives, wrote et programmed the weekly newsletter, defined the internal processes, produced digital communication tools (leaflets, press release, social media visuals).

SEPTEMBER 2017 / JANUARY 2021

## 14.1 RECORDS - Co-Founder / Sound Engineer

**About the company:** 14.1 Records is a music studio and label located in Paris that i created with my partner.

- **Entrepreneurship:** Founded a recording studio offering various services: recording, mixing, art direction and networking for artists.
- **Sound Engineering:** Mixed and recorded multiple music projects using Pro Tools.

## INTERNSHIPS

JANUARY / JULY 2020: **Special olympics - Event Manager**

JANUARY / APRIL 2018: **BANDITS Productions - Producer Assistant**

JANUARY / MARCH 2017 : **Axel Immobilier - Business Developer Assistant**