

Peggy Grigoriou

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STATEMENT OF PURPOSE

Dear Sirs,

As a skilled professional in Medical & Pharmaceutical Congress Management, Services Marketing, PR and Corporate Communications the last eighteen (18) years - and taking into consideration that continuous professional growth is my constant goal - I am seeking a professional opportunity in the Pharmaceutical and Health sector.

As you will see in my detailed CV in the following pages, I have chosen to follow a clear professional route, which I believe - if combined with certain aspects of my personality - could be a valuable tool for a structured corporation with an international presence and plans for further growth and development in the challenging times we are facing.

More specifically, I have mainly worked in:

- Corporate Communication & PR
- Congress & Corporate Incentives Organizing [when I had the opportunity to cooperate with some of the leading multinational pharmaceutical companies in our country, handle negotiations with suppliers abroad and travel extensively overseas, which has helped me to acquire a useful know-how on international business cultures in Europe, Asia and South America and taught me how to adopt easily and effectively to new and diverse business cultures and environments].
- Event Management [B2C and B2B projects in Greece and abroad]
- Market Research [a short but valuable 2-years experience]

I sincerely hope that we will have the opportunity for a personal introduction and detailed discussion. In the meantime, I remain at your disposal for any further information you may need and I thank you in advance for considering my application.

Sincerely yours,

Peggy Grigoriou

CURRICULUM VITAE

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PERSONAL DATA



- **DATE OF BIRTH:** July 12, 1973
- **FAMILY STATUS:** Married, with 1 child [4 years old]
- **SMOKER:** No
- **DRIVING LICENSE:** Yes [owing a private car]
- **PERSONALITY:** Punctual, perfectionist, ambitious, strong communication skills, restless, committed and ethical, dedicated to her goals, with a strong will, with negotiating and organizational skills, results-driven, excellent in time management, a mature professional.
- **INTERESTS/HOBBIES:** Modern & Latin Dance, Performing Arts (Chorotheatro), Reading, Theatre, Winter Skiing, Traveling.

PROFESSIONAL BACKGROUND

- **AKMI METROPOLITAN COLLEGE – AKMI GROUP OF COMPANIES**
August 2010 – Today
MARKETING & COMMUNICATIONS MANAGER
Reporting to the CEO of the Group
Short job description: marketing department's budget control, marketing plan design & execution, ATL & BTL activities, web campaign [social media, web advertising], event / training seminars organizing, handling exhibition participations, suppliers research & agreements, corporate image [e.g. corporate website, print and web promotional material, press releases etc.], CSR campaign, monitoring competition, following local & international market trends in Education. Sales and new business development, responsible for the Sales Strategy of the organization and necessary tools for the sales force.
 - **OPTION PRESS MEDIA GROUP**
Consumer Magazines [Car, Nautica, Evo, Power Techniques, Max Power, Power Bikes, XL] & Event Management
January 2005 – January 2010
PR & CORPORATE COMMUNICATIONS MANAGER
Reporting to the CEO.
Short job description: budget control for PR and other marketing activities, contribution in the yearly corporate marketing plan, relations with the Press and distribution channels, coordination of BTL activities for consumer magazines and corporate events, creative and advertising briefs for corporate identity [e.g. corporate website, print and web promotional material, cross media advertising plan etc.], research for new business opportunities in Greece and overseas target markets, monitoring international market trends, media research [agreements, review, evaluation of findings and presentation to the Management], competition research & reporting, branding, copy and design of sales tools & sales brochures. HR tasks such as job openings publicity, personnel recruitment, interviews and evaluation.
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- In addition,** for 5 consequent years I was a member of the Organizing Committee of the yearly automotive exhibition "ATHENS TUNING SHOW / MOTORSHOW LIVE" [trade exhibition of more than 96,000 visitors per year, 92,000 sq.m. exhibition space of Olympic Properties], a project of our subsidiary Event Management company, FUTURE PROMOTIONS S.A. During the Show, I was in charge of the event's media and promotional plan [budgeting, control and execution, ATL & BTL advertising, web campaign], as well as the Press Office Manager and also handling the Sponsorship opportunities of the event.

CLIENTS / SPONSORS: WIND, SARA LEE, NESTLE HELLAS, DIAGEO, IOAS, PHILIP MORRIS, KOSMOCAR, GERMANOS, EKO, BF GOODRICH-MICHELIN, NISSAN, FIAT AUTO HELLAS, DODGE CHRYSLER JEEP, TOYOTA etc.

- **GOLDAIR GROUP OF COMPANIES**
CONGRESS, EVENTS & INCENTIVES ORGANIZERS
November 2002 - December 2004
MARKETING Dpt- PRODUCT MANAGER INCENTIVES & OUTGOING
[Managing 3 executives]. Reporting to the Managing Director.
Short job description: client service/account management, new business & client presentations, organizing of the Incentives & Outgoing department, budgeting and yearly target set-up, overseas inspection trips, suppliers' research & reach of agreements, strengthening of corporate identity, design and renewal of corporate websites, concept and execution for exhibition participations.
CLIENTS: KAROULIAS, DIOPHAR S.A., ETHNIKI ASFALISTIKI, ELPEN, IAMEX PHARMACEUTICALS etc.
- **C&C INTERNATIONAL S.A.**
MEDICAL CONGRESS, CONVENTIONS & INCENTIVES
November 2000- November 2002
MARKETING & PLANNING Dpt: OUTGOING PRODUCT MANAGER. Reporting to the Marketing Manager.
Short job description: client service of main Sponsors & Exhibitors during congresses & events, sales support [costing of projects, concept design and detailed offers to clients], local & international suppliers' research & agreements, client proposals & presentations in key accounts, reporting to clients after each project, inspection trips in congress venues/hotels and overseas suppliers research and negotiations, strengthening of corporate identity, design and renewal of corporate websites and leaflets.
CLIENTS: GLAXO SMITHKLINE, BAYER, PHARMASERV LILLY, NESTLE HELLAS, JANSSEN CILAG, ETHNIKI ASFALISTIKI, FAMAR, ASTRA ZENECA, BRISTOL-MEYERS SQUIBB, LAVIPHARM etc.
- **CENTRUM RESEARCH S.A.**
STRATEGIC MARKETING RESEARCH
September 1998 - September 2000
MARKETING Dpt: SENIOR RESEARCH EXECUTIVE. Reporting to the Marketing Manager.
Short job description: client service, costing, design and execution of both quantitative & qualitative research projects, reporting & writing of presentations to clients, research for new business development.
CLIENTS: OTE, PAPASTRATOS, TSAKIRIS, PERNOD RICARD, ATHENS INT'L AIRPORT etc.
- **C&C INTERNATIONAL S.A.**
MEDICAL CONGRESS, CONVENTIONS & INCENTIVES
September 1996 - March 1998
ADMINISTRATIVE ASSISTANT. Reporting to the Marketing Manager.
Short job description: client service of main Sponsors & Exhibitors during congresses & events, sales support [costing of projects, concept design and detailed offers to clients], strengthening of corporate identity, design and renewal of corporate websites, branding, writing for all corporate sales tools [company brochures, advertising leaflets, corporate website etc.].
- **S.E.COUTSODONTIS S.A. [work during my University studies]**
COLLEGE ENTRANCE PREPARATION CENTER
August 1991 - June 1996
PERSONAL ASSISTANT TO THE GENERAL MANAGER. Reporting to the General Manager.
Short job description: client service, secretarial support to General Management, relations with overseas organizations [universities, schools, hotel chains etc], corporate identity supporting materials [e.g. corporate website, printed promotional material etc.].

ACADEMIC BACKGROUND

- **UNIVERSITY OF PIRAEUS [1992-1997]**
 DEPARTMENT: BUSINESS ADMINISTRATION (BA)
 SPECIALIZATION: MARKETING & PUBLIC RELATIONS
- **59th LYCEUM OF ATHENS [1989-1992]**
 GRADE OF GRADUATION: 18.8

NOTE: a distance-learning Masters degree (MSc in Marketing) from Herriot Watt University/Edinburg Business School is in my plans for 2012.

FOREIGN LANGUAGES

- **ENGLISH [Excellent]**
 PROFICIENCY Certificate in English – June 1990 [have used the language on a daily basis during my career]
- **FRENCH [Good]**
 DELF II Degré – June 1995 [have only used the language on occasions during my career]

PC LITERACY

- Microsoft Windows: Word, Excel, PowerPoint, Access
- Microsoft Outlook & Internet User
- Travel Force 2000 [tourism software]
- CMS FOR WEBSITES: Wordpress, Joomla

SEMINARS / CONGRESSES

- **MARKETING IN SERVICE COMPANIES**
 May 1995 – University of Piraeus
- **SALES STRATEGIES**
 March 1998 – Bell Atlantic S.A.
- **RECENT BUSINESS ADMINISTRATION STRATEGIES FOR EXECUTIVES**
 March-May 2000 – 01 Pliroforiki
- **PR & COMMUNICATION TACTICS & STRATEGIES FORUM**
 May 2005 – Greek Institute of Communication-EDEE
- **FACE-TO-FACE MARKETING IN TRADE EXHIBITIONS & SHOWS**
 February 2006 – Boussias Communications
- **HOMO CONSUMERUS COMMUNICATION CONGRESS**
 February 2006 – EDEE

- **INTEGRATING CORPORATE COMMUNICATION IN YOUR STRATEGIC AGENDA**
April 2006 - MARKETING WEEK
- **EVENT MARKETING FORUM**
May 2006 - ADVERTISING WEEK 2006

- **2nd STRATEGIC BRANDING CONFERENCE**
May 2008 - Boussias Communications

- **SOCIAL MEDIA & COMMUNICATION**
February 2009 - Institute of Communication

- **BRANDS, MEDIA, COMMUNICATION IN CRISIS**
March 2009 - EDEE

- **2nd CORPORATE COMMUNICATION CONFERENCE**
May 2009 - Boussias Communications

- **1st CONGRESS ON CORPORATE SOCIAL RESPONSIBILITY [CSR]**
June 2011 - CSR in Greece / Capital Link

RECOMMENDATIONS

- Koutsodontis Spyros, Managing Director S.E.COUTSODONTIS S.A.
Tel: 210-6996015

- Anastasia Vatsika, Managing Director C&C INTERNATIONAL S.A.
Tel: 210-6889100

- Stefanou Xenia, Research Director CENTRUM RESEARCH S.A.
Tel: 6946 060996

- Dimosthenis Loukisas, Marketing Manager OPTION PRESS S.A.
Tel: 6985 775533

THANK YOU FOR YOUR TIME