

# PARIS VORGAS

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15235  
Athens  
Greece

## PROFILE

Brand and Operations Manager with eight year of experience in the hospitality and retail/wholesale industries. Driven by the need to exceed customer expectations, I take pride in providing the most authentic storytelling experience. As a Brand Manager of On, my goals include consistent branding across channels and developing strategies. In addition to my primary job functions, I am committed to understanding of trends, respond proactively to customers' wishes and exceed their expectations.

## EXPERIENCE

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### Brand Manager On, Panellinos Agora

2018 - pres.

Developed and implemented GTM strategies, focused on retail and customer marketing, distribution channels, and providing value

Ensured On collections follow global guidelines and standards, by daily monitoring and rapidly improving/adjusting account product placement, product social media exposure and enforcing pricing policy

Developed the wholesale account network in Greece and Cyprus by researching leads and negotiating deals

### Navarino Racquet Sports Manager, Panellinos Agora

2016 - 2018

Supervised daily operations of all facilities

Managed contract negotiations and closed deals with tour operators, internal personnel and suppliers

Provided unique customer-centric experience derived for individual customer journeys

Developed offered services and price lists to ensure maximum customer satisfaction and a boosted yearly ROI

### Navarino Racquet Sports Assistant, Panellinos Agora

2014 - 2016

Ensured smooth on-site daily management by improving internal operations and back office procedures

Analysed KPIs and generated relevant reports with spreadsheets

Provided feedback to stakeholders while keeping them engaged by distributing information

Forged bonds with guests in an authentic manner and catted their needs

## **EDUCATION**

University of Derby, MBA Global	2016 - 2018
University of Sør-trøndelag, Bachelor in Economics	2010 - 2011
University of Peloponnese, Bachelor in Sports Management	2008 - 2012

## **CERTIFICATION**

Data Analytics for Managers - University of Michigan
Scrum Certified SFC - SCRUMstudy Accreditation Body for Scrum/Agile
Customer Relationship Management - University of Bangalore
Advanced Google Analytics - Google
Digital Marketing - Google
Content Marketing - HubSpot Academy
Growth-Driven Design - HubSpot Academy
Inbound Marketing - HubSpot Academy
Digital Advertising- HubSpot Academy
Social Media Marketing - HubSpot Academy

## **LANGUAGES**

Greek - Native, English - C2, German - B1

## **SKILLS**

Soft: implementing brand strategies, managing product launches, zone defence (because in basketball that is what teamwork stands for), strategy planning, budgeting, creativity, quantitative reasoning, adaptability and adjustability, C-Suite communication

Hard: Social Media Campaigns, Social Media Analytics, MS Excel, MS Powerpoint, MS Outlook, Microsoft Azure, Google Analytics, SEO, Salesforce, Adobe Illustrator, Adobe Lightroom