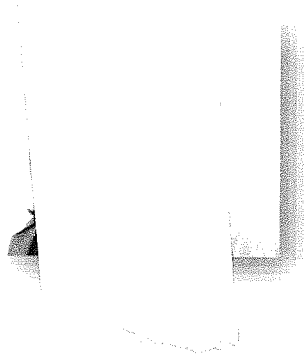




**Curriculum Vitae**  
**Sofia Batsila**  
**Lecturer in Marketing**  
**October 2022**

October 27th, 2022



## PERSONAL INFORMATION



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## ACADEMIC QUALIFICATIONS

Date: Sept 2013 – Sept 2018

Degree: **PhD in Marketing**

Institution: Athens University of Economics and Business

Thesis Title: The Branding of Political Leaders: Effects on Intention to Vote for a Political Party

Thesis Supervisor: Professor G. Panigyrakis

Date: Sept 2011 – June 2013

Degree: **Master in Business Administration – MBA (Specialization in Marketing)**

Institution: University of Piraeus

Dissertation Topic: Political Marketing in Europe. Literature Review and Research Gaps

Date: Sept 2006 – Sept 2011

Degree: **Bachelor in Public Administration (Specialization in Public Economics)**

Institution: Panteion University of Social and Political Sciences

## ACADEMIC POSITIONS & RELATED TEACHING EXPERIENCE

Date: Oct 2019 – Today

Occupation: **Lecturer**

Institution: BCA Business College of Athens - in partnership with West London University (Athens, Greece)

Main activities and responsibilities: Develop new module records, prepare exam materials, supervise student projects, supervise MA and MBA dissertations, teaching postgraduate and undergraduate modules:

1. Undergraduate Course (in BSc (Hons) Business Management): Strategic Marketing Planning\*\* (36 hours)
2. Postgraduate Course (in MBA for Executives): Entrepreneurial Marketing Strategy\*\* (36 hours)
3. Postgraduate Course (in MSc Digital Marketing): Strategic Marketing in the Digital Environment\*\* (36 hours)
4. Postgraduate Course (in MSc Digital Marketing): Digital Marketing Research\*\* (36 hours)
5. Postgraduate Course (in MSc Business Psychology): Research Methods\*\* (36 hours)
6. Postgraduate Course (in MSc Hospitality and Tourism): Research Methods for Hospitality and Tourism\*\* (36 hours)
7. Undergraduate Course (in BSc Hospitality and Tourism): Research Methods for Hospitality and Tourism\*\* (36 hours)
8. Postgraduate Course (in MBA for Executives): Research Methods for Business & Consultancy\*\* (36 hours)
9. Postgraduate Course (in MBA for Executives): Corporate Marketing Strategy in a Digital World\*\* (40 hours)
10. Postgraduate Course (in MBA for Executives): Corporate Marketing Strategy in a Digital World\* (40 hours)
11. Undergraduate Course (in BSc (Hons) Business Management): Consumer Psychology and Buyer Behaviour\*\* (36 hours)

Date: Oct 2019 – Sep 2020

Occupation: **Adjunct Lecturer**

Institution: University of Macedonia (Thessaloniki, Greece)

Main activities and responsibilities: Prepare exam materials, Supervise student projects, Teaching undergraduate modules

Undergraduate Courses (in BA - School of Economic and Regional Studies):

1. Principles of Marketing\* (52 hours)
2. Financial Management\* (52 hours)
3. Female Entrepreneurship\* (52 hours)

Date: Jan 2016 - June 2016

Occupation: **Teaching Assistant**

Institution: Athens University of Economics and Business (Athens, Greece)

Main activities and responsibilities:

1. Undergraduate Course (Erasmus Program – School of Bus. Adm.): International Marketing Management\*\* (52 hours)

\*\*modules taught in English

\*modules taught in Greek

## **EVIDENCE OF INTERNATIONAL REPUTATION**

### **Awards and Achievements**

May 2017          2nd Best Full Paper Award at the 22nd International Conference on Corporate and Marketing Communications, Zaragoza, Spain, May 4 – 5.

## **REVIEWER FOR ACADEMIC JOURNALS**

Journal of Political Marketing (2019- )

The Service Industries Journal (2018-)

## **REVIEWER FOR ACADEMIC CONFERENCES**

Academy of Marketing Science (2018)

Global Marketing Conference (2019)

## **SPONSORED RESEARCH – RESEARCH FUNDING**

Date: October 2020 – December 2020

Occupation: **Research Associate - Project: “Perception Management in Politics”. Funding: Department of Public Communication, Cyprus University of Technology, Limassol, Cyprus.**

Main Activities and Responsibilities:

- Conducting secondary research on the application of perception management in politics : “A comparative analysis of Greek and Cypriote referendums”
- Deliver a work in progress paper

Date: March 2015 - January 2016

Occupation: **Research Associate and Writing Team Member - Project “Open Academic Textbooks - Kallipos”. Funding: NSRF 2007-2013 European Union Social Fund and Greek Ministry of Education and Lifelong Learning (2015).**

Main Activities and Responsibilities:

- Participation in the project’s coordination team
- Co-authoring of reports and deliverables
- Preparation and writing of cases in Marketing Communications
- Building the e-book with InDesign

Date: February 2013 - June 2015

Occupation: **Supervisor at the Undergraduate Laboratory of AUEB. Funding: AUEB Research Funds Special Account**

Main Activities and Responsibilities:

- Coordination and surveillance of undergraduate students.
- Assist undergraduate students with their courses

Date: March 2015 - January 2016

Occupation: **Research Assistant in the programme OpenCourses AUEB (Online Courses Material Preparation). Funding: NSRF 2007-2013- European Union Social Fund**

Main Activities and Responsibilities:

- Online Courses Material Preparation for: 'Principles of Marketing' & 'Advertising and Corporate Communication'
- Co-authoring of reports and deliverables

## **PUBLISHED AND PRESENTED REFEREED CONFERENCE PAPERS**

2019, Batsila, S., Panopoulos A., Poulis A., & Leonie R. "The use of micro influencers on social media", 24th International Conference on Corporate and Marketing Communications, Ariel, Israel, April 29-30.

2018, Batsila, S., Panigyrakis, G., & Panopoulos A. "Self-Expression Through Voting? The Critical Role of Leader Brand Personality", 2018 Global Marketing Conference at Tokyo, Tokyo, Japan, July 26 – 29.

2017, Panigyrakis, G., & Batsila, S., "Party Leaders as Brands: The Effect of Image on Intention to Vote for a Political Party", 22nd International Conference on Corporate and Marketing Communications, Zaragoza, Spain, May 4 - 5. (2nd Best Paper Award)

2015, Panigyrakis, G., & Batsila, S., "The role of Political Brand in the relationship between Self-Identity and Intention to Vote", 20th International Conference on Corporate and Marketing Communications, Izmir, Turkey, April 16 -17.

## **PAPERS UNDER REVIEW FOR PUBLICATION IN REFEREED ACADEMIC JOURNALS**

Batsila, S. and Panopoulos A. (2021). A Leader's Brand Personality Scale. Self-expression cues in Voting Intention for a Political Party, *Journal of Political Marketing*.

## **BOOK CHAPTERS**

Panigyrakis G. (2016) Communication and Public Relations – Case Studies. Kallipos

## **INDUSTRY EXPERIENCE**

Date: June 2020 – February 2022

Occupation: **Marketing and Business Development Manager**

Institution: EurodietMed

Main activities and responsibilities:

- Business Plan development
- Marketing and Communication strategy formulation; define communication objectives, appropriate messages, target audiences, tools, KPIs (e.g. on communication activities), optimal mixes for media
- Develop company's social media strategy (Facebook, LinkedIn, Google Ads, YouTube)
- Run 360 marketing campaigns including above and below the line advertising (e.g. TV, radio, newspaper/magazine ads, direct mail, events)
- Creation of communication materials and social media content to increase brand awareness and customers' engagement (e.g. infographics, case studies, newsletters)
- Conduct primary and secondary market research; Find and develop new markets and improving sales
- Develop goals for the marketing team and business growth and ensuring they are met
- Increase the value of current customers while attracting new ones
- Develop and effectively support sustainable working relationships with all stakeholders (organizations, suppliers, partners, agencies, departments)
- Effectively lead a team of 4 persons

Date: Sep 2019 – Apr 2020

Occupation: **Marketing Communications Consultant**

Institution: Scarlet Agency ([scarlet-agency.gr](http://scarlet-agency.gr))

Main activities and responsibilities:

- Create and develop a strategic communication and advertising plan based on the client's goals and objectives
- Design and execution of digital marketing strategies for client projects
- Collaborate with the graphic design team to create campaign purpose material (displays, social media posts, roll-ups, banners etc.)
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, awareness campaigns, native campaigns, social media, lead generation campaigns
- Monitor and report the success of campaign efforts on Google Analytics and social media management platforms
- Organize and coordinate digital events and webinars

Date: July 2017 – July 2019

Occupation: **Marketing and Communication Specialist**

Institution: Ministry of Foreign Affairs of Greece

Main activities and responsibilities:

- Develop the 2019 campaign strategy; define communication objectives, messages, target audiences, tools, KPIs (e.g. on communication activities), optimal mixes for media.
- Plan, develop and implement communication activities (social media content creation, events, meet with reference groups, media outreach etc.).
- Collect and analyze market data from institutional sources, conduct ad hoc surveys and propose new tools and solutions to achieve ministry's goals.
- Work in collaboration with various teams and departments to prepare proposals for different ministry's projects.
- Effectively lead a team of 6 persons and participate in committees to monitor the coordination of projects.

Date: September 2013 – July 2018

Occupation: **Teaching and Research Assistant**

Institution: Athens University of Economics and Business

Main activities and responsibilities:

- Work on data gathering, perform data analysis and data interpretation.
- Participation in several consultancy projects (listed below)
- Assistance in course material preparation.
- Assistance in academic projects (online courses, textbook writing)

Date: May 2013 – May 2014

Occupation: **Political Campaign Consultant (European Elections 2014)**

Main activities and responsibilities:

- Formulate and coordinate the Integrated Communication Strategy of the candidate
- Edit political speeches
- Day-to-day review of Greek and European legislation and policy issues

Date: May 2011

Occupation: **Enumerator**

Institution: National Statistical Service of Greece

Main activities and responsibilities:

- Conduct demographic research in practice and gather the appropriate data

Date: March 2010 – September 2010

Occupation: **Administrative Assistant (Internship)**

Institution: Greek Parliament - Financial Services Division

Main activities and responsibilities:

- Perform audits of the law requirements.
- Report findings and work with the financial department team

## CONSULTANCY PROJECTS

Date: July 2016 – April 2018

Occupation: "Aristea" Training Programme – **Vodafone Greece**

In-house, fully customised Training Programme. Modules:

- Time and Project Management
- Conflict Management
- Design Thinking
- Dissertation supervision

Team Members: G. Panigyrikis, S. Batsila, E. Skoulas, A. Zarkada, K. Ioannidis, K. Akrivopoulos

Date: April 2017

Occupation: Sales & Customer Service Training Workshop for **MM Publications**

Team Members: G. Panigyrikis, & S. Batsila

Date: July 2016 - September 2016

Occupation: Strategic Development Plan for Energy Provider **Volton**

Team Members: G. Panigyrikis, A. Zarkada, S. Batsila, E. Koronaki, E. Tzoumaka

Date: September 2015 - July 2017

Occupation: Retail MBA – **IKEA-Fourlis**

In-house, fully customised Training Programme. Specialization in:

- Customer Centricity

Team Members: G. Panigyrikis, & S. Batsila

Date: November 2015 - June 2016

Occupation: B2B Marketing Plan for **EurodietMed**

Team Members: G. Panigyrikis, S. Batsila, E. Koronaki

Date: December 2015 - January 2016

Occupation: B2B Customer Segmentation and Positioning Training Workshop for **Roche Hellas**

Team Members: G. Panigyrikis, S. Batsila, E. Koronaki

Date: September 2015

Occupation: "Strengthen Brands emotional binding. From Theory to Action". Training Workshop for **Roche Hellas**

Team Members: G. Panigyrikis, & S. Batsila

Date: November 2013 - January 2014

Occupation: B2B Consumer Research & Marketing Plan for **Playmobil Hellas**

Team Members: G. Panigyrikis, & S. Batsila

## PERSONAL SKILLS

**Mother Tongue:** Greek

**Other Languages:** English: Proficient Professional User (C2)  
French: Basic User (A2)

**Digital Skills:** Very good command of Ms Office (Excel, Word, PowerPoint, Outlook)  
Good command of Indesign, Wordpress  
Very good command of Statistical Applications (SPSS, AMOS, NVivo)

