

Panagiotis Gkanas (06/12/1990)

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6980042703
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Education:

2017 - 2022, **University of Peloponnese, PhD, Media and Communication**

2013-2014, **MA Media and Communication Systems GPA 3.42/4, Bilgi University of Istanbul**

2008-2013, **BA in Sports Management, University of Peloponnese**

2005-2008, **High School, I.M Panagiotopoulos**

Digital Marketing ALBA Program for Executives

Working Experience:

January 2024 - present

Star Channel

Social Media Manager

April 2021 - December 2023

Liquid Media (gazzetta.gr, insider.gr, reader.gr, jenny.gr)

Social Media Marketeer

August 2017- April 2021

Alter Ego Media (in.gr, TA NEA, TO BHMA newspapers)

Head of Social Media

Columnist at "TA NEA" newspaper, Infographics for Graphic Stories

January 2018 – June 2018

Ministry of Social Affairs

Website Coordinator, Social Media and Communication

October 2015 – August 2017

Lambrakis Press S.A

Social Media Strategist, Website Coordinator

February 2015 – October 2015

TV Control

Data Entry Specialist, Social Media Campaigns, Newsletters

B2B Marketing Campaigns

Academic/Tutor Experience:

September 2024 – present

University of Peloponnese

Tutor / Sports Marketing

February 2020 – present

UNICAF Cyprus University / Liverpool John Moore's University

Module Tutor

Module A: Digital Cultures

Module B: New Media, policy and practice

Module C: Mass Communication Dissertation Project

October 2019 – June 2020

University of Peloponnese

Module Tutor for two postgraduate programs

- “Digital Innovation for Local Communities and Municipalities”
- “Digital Innovation and Robotics in Sports Communication”

Foreign Languages:

English (Fluently), Michigan Certificate of English, Proficiency Level

German, Goethe Institut, Zertifikat Deutsch als Fremdsprache

Turkish, Basic Level

Publications:

Gkanas, P. and Antonopoulou, P. (2021), *The Digital Transformation of Media Companies and their Working Structure through the Coronavirus*, International Journal of Social Science and Economic Research,
DOI:10.46609/IJSSER.2021.v06i12.003

Gkanas, P. and Antonopoulou, P. (2022), *The Increase of Followers for Football Clubs in Europe Leads to Direct Effect of their Advertising Income*, ISSN No:-2456-2165