

Summary

Managing Director of two self-started companies that delivered Marketing, PR, Communication services and Personal Branding services respectively.

As an employee, a company director and an individual established a track record that speaks for itself:

- Started as the marketing officer of a local college, and single-handedly conducted two student recruitment trips to China, presenting to hundreds of students and recording several registrations.
- Employed by Ernst & Young to establish a marketing department from scratch, developed and implemented a marketing strategy and plan. Since resigning from that post, offered Ernst & Young marketing services through Penta Marketing Art with regular recommendations and referrals from the firm.
- Undertook the successful pre-election campaign of the incumbent Mayor of Strovolos.
- At age 25, the youngest ever member to be welcomed to the Rotary Club Nicosia, which is normally not open to members under the age of 30.
- At 27, the youngest Female Ambassador Entrepreneur for Europe, serving as a business advisor and mentor. The network meets regularly in Belgium and undertakes projects in various European countries.
- Cited by summer staff in their post-graduate study courses as an example of leadership skills which professors have assessed as a “giant leader”.
- Quoted as a model entrepreneur by several other local trainers and public speakers and regularly invited to address MBA students at the University of Cyprus, the European University Cyprus and the University of Nicosia.
- Nominated for the Cypriot “Business Woman of the Year 2013” award
- Enjoy regular and extensive publicity in local print, online and television programmes, and have been recently interviewed for various overseas publications in the US, Denmark, Holland and Greece to discuss the characteristics of the local Cyprus market compared to others, as well as marketing and advertising issues, women in business and leadership positions, and the critical value of personal branding.

Andrie Penta

Marketer | Nominee Business Woman 2013 | Public Speaker

Academic Qualifications

Pascal English School (Economics)	1994-2000
Middlesex University, London BA (Hons) Marketing and Management	2000 – 2003
Chartered Institute of Marketing Advanced Certificate (Marketing)	2003
University of Hertfordshire, London MSc Strategic Marketing (with Merit)	2007 – 2009
London Image Institute Advanced Certificate (Image Coaching and Personal Branding)	2010

Professional Experience

Trainer and Academic Lecturer (Marketing, Business, Branding)	2013-current
Cyprus Image Institute Managing Director of the self-owned company dedicated to image coaching	2010 – 2013
Penta Marketing Art Ltd, Cyprus Managing Director of the self-owned agency providing the full range of marketing and public relations services	2008 – 2013
Ernst & Young, Cyprus Head of Corporate Communications till 2008 *External Associate providing outsourced marketing services	2005 – 2012*
College of Tourism and Hotel Management, Cyprus Marketing Officer handling student and media events, including traveling to Asia for recruitment presentations	2004 – 2005
McKenzie Jewellers, London, UK Marketing Officer responsible for market research on expansion opportunities	2003 – 2004
Middlesex University, UK Marketing Officer	2002 – 2003

Lecturing

- Lecturer at the PA College (2013). Subject: Marketing Principles
- Lecturer at the Cyprus Productivity Centre (2011-2013). Subjects: Marketing-Sales
- Lecturer at the Intercollege Cyprus (2007/8 and 2011/2012). Subjects: Marketing- PR
- Associate Lecturer at the European University Cyprus (Life Long Learning)
- Guest Lecturer at the University of Nicosia
- Part-time Lecturer at the Cyprus Institute of Marketing (2010/11). Subject: Marketing/PR

Corporate Trainings

Trainings delivered to various leading local organisations such as:

- Eureka
- Frou Frou
- Scandia
- Fileminders
- Ernst&Young
- GC School
- Cyprus Employers & Industrialists Federation
- KEPA
- Dessange
- Quick Spa

Public Speaking

Regularly invited to deliver speeches on the areas of specialization to organisations such as:

- Electricity Authority of Cyprus
- University of Nicosia
- University of Cyprus
- The CIIM
- European university

Major Achievements and Awards

- Nominated Cypriot Business Woman of the Year, 2013
- Goodwill Ambassador of the “Hope in Life Foundation” supporting children in need
- Youngest Female Mentor in Cyprus. Part of the “Supporting Women Entrepreneurs” program initiated and ran by the European Commission.
- Member of a group of only 6 European businesswomen who traveled to Tbilisi, Georgia, for a week to guide and mentor local women entrepreneurs within a special programme organized by the USA State Department in cooperation with the US embassy in Georgia. The program provides for ongoing mentoring and support.

- Nominated by the European Commission as Ambassador of the “European Network of Female Entrepreneurship” and travelled in this capacity to Brussels/Belgium and Poland (2010-2012). Ongoing support and mentoring to local female entrepreneurs.
- Represented Cyprus in the “Women in Leadership” programme organised by the United States of America (2011)
- Represented Cyprus in the “Power of Youth” programme organised in China, which gathered together leading young entrepreneurs from around the world (2011)

Publications

- Weekly column on Marketing/PR in ‘Phileleftheros’, the local Greek language newspaper with the highest circulation (2006-2011)
- Weekly column on personal branding in ‘The Financial Mirror’, local English language weekly paper (2010-2011)
- Periodical contribution of articles on business, marketing and personal branding in several local printed and online publications (2007-current)
- PR survey on ‘The Role of PR in Small Business Development in Cyprus’(2009)

Professional and Other Memberships

- Past President of the Nicosia Rotaract Club (2006-2007)
- Member of the Nicosia Rotary Club (since 2007)
- Associate Member of the Association of Image Consultants International
- Associate Member of the Chartered Institute of Marketing (CIM), London
- Past Member of the Young Business Professional Women
- Past Member of the Cyprus Chamber of Commerce and Industry (CCCI)

Past Clientele

ExpoBank	Seven Lounge	Vassos Eliades
DHL Express Courier	Zening Resorts	Kaloposas Boulangerie
Ernst & Young	Psaltis Group	Municipality of Nicosia
Stanleybet	Soto Properties	Pralina Group
Abacus	Demades Designs	Demetra Investments
Stella Artois	Indianos Law	Fileminders
Grant Thornton	Bake Art	Allgeier Group
SPK Kyprianides	Eureka	UNDP-Youth Power
Stolichnaya vodka	Scandia	Taco Bell
Hadjihannas Group	Frou Frou	
Kaparis Insurance	Aspen Trust	

Contact Details

Tel: +357 99 360 629 (mobile) | Email: andriepenta@gmail.com