

EUGENIA V. TZOUMAKA



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EDUCATION

2011- 2016

Doctor of Philosophy (Ph.D.), Marketing

Thesis Title: *Consumer-Based Personal Brand Equity Measurement: Antecedents and Consequences of Being an International Celebrity*

Athens University of Economic & Business (**Supervisor: Anna Zarkada**)

Funded by FIFA via a competitive global applicant selection process

2009 – 2011

Master of Science, Service Management/ Sports Management

Athens University of Economic & Business - (**Grade 8.35/10**)

Thesis Title: *Sport Celebrity Endorsement Outcomes on Word of Mouth and Purchase Intentions* - (**Grade 10/10**)

2001 – 2006

Bachelor of Arts, Communications Media & Culture

Panteion University of Social and Political Science - (**Honors 1st**)

Dissertation Title: *Free Press: Current and Future Trends* - (**Honors 1st**)

SCHOLARSHIPS & AWARDS

- **João Havelange Scholarship (FIFA)** - *International Centre for Sports Studies (CIES)*
2013 International Annual Scholarship – 20.000\$
- **Best Working Paper Award**
Tzoumaka, E., Tsiotsou, R. & Siomkos, G. (2011) *Investigating the Role of Sport Celebrity Characteristics on Endorsement Outcomes*, **16th International Conference on Corporate Marketing Communications**. (Peer Reviewed Conference Proceedings)

TEACHING EXPERIENCE

October 2015 – present

TEACHING ASSISTANT

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

- Teaching Assistantship in undergraduate courses Marketing Principles, Consumer Behavior, Services Marketing and Digital Marketing.
- Excellent Student Evaluations of Teaching.

December 2014 – present

RECOGNISED TEACHER

UNIVERSITY OF ROEHAMPTON (LONDON)

- Teaching Consumer Behavior in the online MSc Marketing program.
- Supervision of two research projects required per Module.
- Excellent Student Evaluations of Teaching.

March 2012 – June 2015 **TUTORIAL INTERNSHIP**
DEPARTMENT OF BUSINESS ADMINISTRATION, AUEB

- Tutoring 250 undergraduate consumer behavior sophomore students on sociology and psychology-based instruments utilized by marketing.
- Supervision and grading of 90 student projects on symbolic consumption.
- Tutoring undergraduate seniors Sales, Services Marketing and Advertising and Public Relations
- Tutoring Erasmus undergraduate students International Marketing
- Ad-hoc lectures to postgraduate students (MBA, M.Sc. in Services Management) on qualitative research and mixed method protocols, sports marketing and personal branding.

WORK EXPERIENCE

Jan. 2016 – present **CORPORATE TRAINER**

- Tutoring Frontline Supervisors Customer service in the Academy of Service Excellence (Hellenic Institute of Customer Service)

Feb. 2014 – Aug. 2016 **RESEARCH PROJECT ASSISTANT**
DEPARTMENT OF BUSINESS ADMINISTRATION, AUEB

- Research project in International Marketing
- Research project in Reputation Handling in the 21st Century
- Bibliographic Research & Statistical Analysis of Data
- Preparing digital tutorials for undergraduate marketing courses and e-class platform

Jan. 2011 – Jan. 2012 **SPORTS JOURNALIST**
ERT S.A. HELLENIC BROADCASTING CORPORATION

- Planning, organization and covering major sport events, preparation of daily and major newscasts, conducting interviews and presenting stories on the Sunday Sport Show.

Nov. 2006 – Jan. 2011 **FREELANCE COMMUNICATIONS SPECIALIST**

- Preparation of seminars and conferences held by Communications and Transportation Directory of Prefecture of Athens, Central Unit
- Organization of major domestic and international events for Free Press Magazine OZON.
- Maintaining sponsorships and media collaborations, organizing meetings and handling presentations with local advertising agencies and media shops and responsible for key accounts.

LIST OF PUBLICATIONS IN INTERNATIONAL SCIENTIFIC JOURNALS (peer reviewed):

- Tzoumaka, E. & Zarkada, A. (under review) *The structure and content of achieved celebrity brands: A study of footballers*, **Journal of Strategic Marketing** (ABS=2)
- Tzoumaka, E., Tsiotsou, R. & Siomkos, G., (2014). *Delineating the Role of Endorser's Perceived Qualities and Consumer Characteristics on Celebrity Endorsement Effectiveness*, **International Journal of Marketing Communications**, 1-20 (ABS=1)

LIST OF PUBLICATIONS IN CONFERENCE PROCEEDINGS (peer reviewed):

- Tzoumaka, E. & Zarkada, A. (2016) *'He Had a Meaning in my Mind' Unpacking Celebrity Footballer Brands*, **ICCFI 2016 (26-29 May), Heraklion, Crete**
- Tzoumaka, E. & Zarkada, A. (2015) *The Effect Of Footballer Brand Characteristics On Fans' Ticket Purchase Intention*, **EMAC 2015 (26-29 May), Leuven, Belgium**
- Zarkada, A., Tzoumaka, E., Siomkos, G. & Panigyrakis, G. (2014) *Achievement- Based Celebrities As Objects & Instruments Of Consumption*, **ANZMAC 2014 Agents of change (1-3 December), Brisbane, Australia**
- Zarkada, A. & Tzoumaka, E. (2014) *Exploring soccer fans' schemata regarding global vs local human brands*, **Global Marketing Conference (15-18 July), Marina Bay Sands, Singapore**
- Tzoumaka E. (2013). *Decoding the Athlete Brand*, **14th Conference of the Hellenic Scientific Association For Sport Management & Recreation, (13-15 December) Athens, Greece**
- Tzoumaka, E., & Zarkada, A. (2013). *Towards a model of Consumer Engagement with Celebrity Brands*, **4th European Marketing Association Regional Conference, Marketing Theory Challenges in Emerging Societies, (25-27 September) Saint Petersburg, Russia**
- Tzoumaka, E., Tsiotsou, R. & Siomkos, G. (2011). *Investigating the Role of Sport Celebrity Characteristics on Endorsement Outcomes*, **16th International Conference on Corporate Marketing Communications (27-29 April) Athens, Greece**

LANGUAGES

English: Cambridge University Certificate of Proficiency
German: Mittelstufe Sprachdiplom
Spanish: Elementary

COMPUTER SKILLS

MS - Office, Internet applications, SPSS, STATA, NVIVO.

SPORTS CAREER

2002 -2014 Professional Volleyball Player

2002 -2009 Beach Volleyball Player

DISTINCTIONS:

Volleyball:

2014 - National Team selection

2012 - All Star Game (Awarded Setter)

2011 - Championship with Vrillissia V.C. (Team's Captain)

2009 - Championship with Vrillissia V.C.

2007 - Championship with Aghia Paraskevi V.C.

Beach Volleyball:

2002 – 3rd place in the Greek Beach Volleyball Championship U-21