



Christos Krasidis

Nicosia, Cyprus, EU • Tel. +357 95 100 625

krasidis@icloud.com • [LinkedIn](#) • [Portfolio](#)

Strategic Communications Expert

Biz Development | Community Engagement | Multimedia Production | Pro Training

Growth-focused professional with substantial expertise in strategic brand management and stakeholder/community engagement. Accomplished leader in the biz, health and academia, developing & executing campaigns and strategies with inclusive content creation.

Qualifications Summary

- Strategic Communications expert with a focus on building strong client relationships and driving revenue growth.
- Proven track record in business development, with a strong background in project management and effective team leadership.
- Highly skilled in tech tools, with hands-on experience on social media & web data analysis and campaign execution.
- Exceptional analytical and problem-solving abilities, with a keen eye for identifying industry trends and opportunities.

Areas of Expertise

- Strategic Communications
- Business & Sales Development
- Senior & C-level Management
- Social Media & SEM/SEO Expert
- Exceptional presenting skills
- Social Media Planning & Paid Ads (Meta, LinkedIn, Google, TikTok)
- AudioVisual Productions (Logic Pro, Final Cut, Affinity Suite)
- Facilitation & Training Skills
- Copywriting & Editorial writer
- Contract Drafting & Negotiations
- IP & Copyright Management
- Cross-functional Collaboration
- DEI: Diversity, equity, and inclusion

Professional Experience

Head of Operations

UpGraded Live: For SMEs, Non Profits & the Health Sector (remote - founder) | [UpGraded.Live](#) | EU-Online 2026
Managing all internal and external communications. Position based in Nicosia.
Tags: #AI, #Consulting, #Growth, #EU #Legal, #business, #copyright, #training,

Marketing & Strategic Communications

Objects Stores, Nicosia & Limassol (remote - consultant) | [Objects.com.cy](#) | Nicosia 2023 – 2026
Kosta Boda, Alessi, Bugatti, Versace, Vista Alegre, Kela, Emile Henri, Hermes, Rogaska, Leonardo, and more.
Managing all Digital Marketing Campaigns across all Brands & Store Sales Training. Remote position based in Cyprus.
Tags: #Branding, #Digital #Marketing, #Planning, #Strategy, #SEO, #Web, #PaidAds, #Promo, #Sales #Training

Digital Marketing Manager

Pilakoutas Group, Nicosia (on site - employment) | [Pilakoutasgroup.com.cy](#) | Nicosia 2025
BMW, BMW Motorrad, Jaguar, Land Rover, MINI, NISSAN, Renault, Dacia, Mitsubishi Motors
Managing all Digital Marketing Activities for all Brands and for the Group. Position based in Cyprus.
Tags: #Branding, #Digital #Marketing, #Planning, #Strategy, #SEO, #Web, #PaidAds, #Promo, #Newsletter.

Strategic Communication Specialist

AIDS Action Europe, Berlin (remote - consultant) | [aidsactioneurope.org/](#) | [aaecelebration.org/](#) | Berlin 2024 – 2025
Managing all External Communications for the Network. Remote position based in Cyprus, with traveling in EU.
Tags: #ContentCreation, #SocialMedia, #SEO, #VideoProduction, #Interviews, #MaiChimp, #Jumla, #Wix, #Training, #Reports

Head of Operations

VeraGrand Hub: For Artists, Producers and Writers (remote - founder) | [veragrand.org](#) | EU-Online 2010 – 2019, 2024 – 2026
Managing all internal and external communications for the Academy and Hub. Position based in Nicosia.
Tags: #Academy #Studio #Publications #MusicLabel, #business, #copyright, #online, #training, #BusinessGrowth, #KPIs

Editorial & Project Coordinator

University of Nicosia HEALTH: Medical & Veterinary School | unic.ac.cy/med | unic.ac.cy/vet | Nicosia 2022 – 2025
Coordinating internal and external communications and projects for UNI Health. On-Site position based in Nicosia.
Tags: #ContentCreation, #Editorials, #Copywriting, #Events, #Newsletters, #SocialMedia, #SEO, #Data, #Wordpress, #Design

Training Consultant

European AIDS Treatment Group (remote - consultant) | <https://www.eatg.org/> | Brussels
The PROMISE Project, The EATG Step Up Academy (<https://www.eatgtrainingacademy.com>) 2018-2023
Training Consultant: trainer, training material creator, video course producer. Remote positions based in Nicosia.
Tags: #PROMS #HIV #HumanRights #Testing #Community #Advocacy #Online #Train-The-Trainer

Executive Coordinator

AIDS Solidarity Movement, Nicosia (hybrid - employment) | asmCyprus.org | cycheckpoint.org | Nicosia 2020 – 2022
Managing all internal/external communications and coordination, Hybrid position based in Nicosia.
Tags: #Coordination #ProjectManagement #Promotion #Training #Train-The-Trainer #Facilitation #Advocacy

Course Leader & Lecturer

European University Cyprus: Cyprus College (on site - contract) | Nicosia 2013-2023
Course leader and training instructor for Music Business module. Position based in Nicosia.
Tags: #MusicIndustry #EntertainingBusiness #IntellectualProperty #Negotiations #Communication #Sponsoring #Promotion

Sales Manager Cyprus

🍏 VAD (Greece & Cyprus) - iSquare S.A. (remote - consultant) | isquare.gr | Cyprus 2010 – 2012
Managing all sales development across all markets segments for all Apple Products. Position based in Nicosia.
Tags: #Business #Development, #KPIs, #Apple #Echosystem, #Software, #Mac, #iPad, #B2B, #B2C, #Training

Apple Solutions Expert

🍏 Authorized Reseller & Service Point, Computer Warehouse (on site - contract) | London 2008 – 2009
Pre-sales and After-sales support, with focus on Audio solutions. Position based in London.
Tags: #CRM #PreSales #AfterSales #Support #Audio #Consumer #Technology #Apple #eCommerce

Pro Business Development Manager & Trainer

🍏 IMC (Greece & Cyprus) - Rainbow S.A. & TRain | isquare.gr | Athens 2005 – 2008
Managing all sales development across all professional Apple software. Position based in Athens.
Tags: #Media #Promo #KPIs #Software #Sales #Training #Mac #Sales #B2B #B2C #Audio #B2C #B2B #Training

Training

- [AIDS Action Europe](#): Training Manual for Harm Reduction in the context of Chemsex - adaptations of 12 languages (all except Italian) in the original English PDF booklet (2024-2025): [Manuals found here](#).
- [EATG StepUp Academy](#): E-Learning Consultancy: [Interactive Training Tools & Toolkit for Trainers](#) (2018, 2020, 2023).
- External Advisor of UCLAN for the franchise of the BA Music Production Course by the Aegean College, Athens (2008).
[Complete list available upon request](#).

Project Management

- UNIC Medical School Mobile Clinic (12 Expeditions around Cyprus per academic year) 2022 – 2025
- Mi-Health: HIV/STI Testing for Migrants: 2 projects of 12 months each for AIDS Solidarity Movement 2022 – 2025
- AHF: HIV/STI Testing for key populations: 4 projects of 12 months each for AIDS Solidarity Movement 2017 – 2025
[Complete list available upon request](#).

Research - Data Analysis - Publications

- The Distinction Between Chemsex and Sexualized Drug Use Among MSM, 2023, [Click here to read](#).
- EMIS III 2024: European Men who have Sex with Men Internet Survey (Cyprus lead), 2023-2024. [Click here to read](#).

- ECDC: HIV and migrants (Special Report), 2023 [Click here to read](#).
- ECDC: Monkeypox multi-country outbreak, Rapid Risk Assessment, 2022, [Click here to read](#).
[Complete list available upon request](#).

Affiliations

- **WHO Regional Office for Europe: CSO informal working group:** Community Expert 2023-2025
- **ECDC STI NCC: EU/EEA Sexually Transmitted Infections Network Coordination Committee:** Community Expert 2021-2025
- **National AIDS Committee, Ministry of Cyprus:** Representing the AIDS Solidarity Movement, Cyprus 2015-2025
- **AIDS Solidarity Movement, Cyprus:** Board Chair (2023-onwards), Board Secretary & Communications 2015-2025

Education

- **MA Music Business Management** (with Merit), University of Westminster, London (Graduated in 2009)
- **BSc Electronic Music** (Creative Music Technology), University of Hertfordshire, London (Direct 3rd Year Entry. Graduated in 2004)
- **BA Musicology Major: 5-year Degree** (4 of 5 years completed), University of Athens (Transfer to University of Hertfordshire)
- **Diploma Music technology & Audio Production** (1 year): IVT AKMI, Athens, Greece (Transfer to University of Hertfordshire)

Certifications

-  **Apple Certified Trainer in Logic Pro** **UDEMY: Complete ChatGPT Course for Work 2023 (Ethically)**
-  **Apple Certified Trainer in Soundtrack Pro** **UDEMY: ChatGPT Masterclass: The guide to AI & Prompt Engineering**

Languages

- **Greek, Fluent** - Professional/Native level / **English, Fluent** - Professional/Native level / **French, Good** / **Turkish, Basic**

Tech Skills

- MS Office (Word, Excel, Powerpoint, Publisher, MS Forms): Expert Level
- Apple Office (Pages/Numbers/Keynote): Expert Level
- Google Office & Apps (Forms, Docs, Analytics): Expert Level
- Audio production - Logic Pro: Expert Level
- Video production - Final Cut Pro: Advanced Level
- Design & Photo Editing - Affinity (Publisher, Designer, Photo) - Alternatives to Adobe Photoshop & InDesign: Higher Level
- Web Apps & Email Marketing: MailChimp, SurveyMonkey, JotForms, WordPress, Wix, Joomla, Canva, Figma, HTML.
- Paid Ads: Meta Business Suite (Facebook, Instagram, WhatsApp), Google Ads, YouTube, LinkedIn, TikTok.

Download links

Portfolio (93 MB): [HERE](#) | LinkedIn: <https://cy.linkedin.com/in/krasidis>

Skills & Experience Summary

Summary:

1. Extensive professional experience since 2005 in sales, business development, strategic communication, training, audiovisual production, and digital media.
2. Lived and worked in multiple EU countries (2000-onwards): Cyprus, Greece, UK, Germany, Spain, and Belgium.

Sales & Business Development:

1. Delivered more than 300 presentations and pitches on programs, products, and services.
2. Skilled in public speaking, audiovisual technology, and presentation tools (PowerPoint, Keynote).
3. Achieved significant sales growth as Apple VAD Greece & Cyprus Sales Manager (€1M to €5M in 2 years).
4. Managed business cycles and transformed operations during economic recession as Education Lead at Veramand Academy.
5. Consistently met sales targets managing Apple software sales for Rainbow S.A. in Greece and Cyprus.

Strategic Communications & Growth:

1. Organized conferences and events, consistently meeting registration targets at UNIC Health.
2. Increased medical expedition programs at UNIC's Medical School from 4-8 to 12-14 annually, expanding medical services offered.
3. Led advocacy and communication efforts for the AIDS Solidarity Movement, transforming it into a publicly recognized NGO with €100k annual operations, supported by government agencies.

Training & Capacity Building:

1. Designed and/or delivered more than 50 diverse training programs since 2005: online, in-person, on topics including health, technology, marketing, copyright, and sales.
2. Conducted needs assessments, developed tailored training materials, and managed LMS platforms (Moodle, Blackboard, Canvas, Wix LMS, etc.).
3. Coordinated complex training logistics and evaluated program impact through data analysis.
4. Designed and facilitated engaging training sessions across Europe, specializing in digital literacy and tech tools.

Audiovisual Production:

1. 20+ years of creating digital content: videos, audio recordings, written materials.
2. Proficient in industry-standard software (Final Cut Pro, Logic Pro, Adobe Suite, Canva, Figma).
3. Maintains a professional home studio for video and audio production.
4. Experienced in social media content, press releases, infographics, and technical copywriting.
5. Skilled in online marketing tools (MailChimp, SurveyMonkey, Wix) and web development (WordPress, HTML).
6. Advanced user of AI tools (ChatGPT, Gemini, DeepSeek, Claude).
7. Expertise in data analysis (Google Analytics, SEO/SEM, Excel) and strategic digital campaigns.

I'm quite excited about the possibility of discussing how my experience and your objectives align, and I am happy to provide success stories and deepen on achievements in all aspects of my work.
I am also open to a collaboration as an external collaborator (contract & invoices).

In appreciation of your time,

Christos Krasidis (he/him)

Email: krasidis@icloud.com

LinkedIn: <https://cy.linkedin.com/in/krasidis>