



Christos Krasidis

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Strategic Communications Expert

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

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

Professional Experience

Strategic Communications & Project Management

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| • UpGraded•Live , Nicosia: Head of Operations, Founder & CEO | 2026-onwards |
| A specialised corporate consulting and training platform on tech and AI tools. | |
| • MULTINSPIRE Agency , Nicosia: Head of Strategy, Co-Founder & CEO | 2024-onwards |
| A boutique digital design and strategic communications agency. | |
| • VeraGrand Academy , Nicosia: Founder & Head of Marketing Communications | 2024-onwards |
| An Industry-Oriented Professional Academy combining the Arts, Business & Technology. | |
| • AIDS Action Europe , Berlin aidsactioneurope.org aaecelebration.org | 2024-2025 |
| Managing Communications for the Network of 250+ community organisations in the WHO region
Audiovisual production, podcasts, interviews, newsletters, and social media content. | |
| • Pilakoutas Group , Nicosia: Digital Marketing Manager | 2025 |
| Managing Digital Marketing Activities for BMW, Jaguar, Land Rover, NISSAN, Renault, Dacia, Mitsubishi, MINI. | |
| • Objects Stores , Nicosia & Limassol: Marketing & Sales Growth Consultant Objects.com.cy Remote | 2023-2026 |
| Consulting on Sales Growth, & Strategic Promotion of Products & Stores | |
| • AIDS Solidarity Movement , Nicosia | 2020-2022 |
| Managing internal/external communications, project coordination & training. | |
| • AAF - Mi-Health : HIV/STI Testing for Migrants: Managed Two Country Projects (12-months each) | 2022-2025 |
| • AHF Europe/US : HIV/STI Testing for key populations: Managed Four Country Projects (12 months each) | 2017-2025 |

Education, Training & Consultancy

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|---|--------------|
| • UNIC - University of Nicosia , Nicosia: Student Affairs Specialist, Student Affairs Dept. | 2026-onwards |
| Managing Communications & Student Clubs' Activities for the University's Student Affairs | |
| • VeraGrand Academy , Remote: Artistic Director, Head of Operations, Trainer | 2024-onwards |
| Managing all internal & external communications, for all courses, students & trainers activities | |
| • UNIC Health , Nicosia: Communications Office, Editorial & Project Coordinator | 2023-2025 |
| • UNIC Medical School , Nicosia: Communications Office, Mobile Clinic Coordinator | 2022-2025 |

- Veramand Academy, Nicosia: Artistic Director, Trainer 2012-2020
- [AIDS Action Europe](#), Berlin: Various Roles
 - [Training Manuals for Harm Reduction in the context of Chemsex](#) (12 languages booklet) 2024-2025
 - Various Sessions on Sexual Prevention & Reproductive Health (online & in physical spaces) 2018-onwards
- [EATG: European AIDS Treatment Group](#), Belgium 2018-onwards
 - [The PROMISE Project](#): Patient Reported Outcomes Measures 2018-2023
 - [The EATG StepUp Academy](#): Academy for Young HIV Activists 2018-2023
 - E-Learning Consultancy: [Interactive Training Tools](#) & [Toolkit for Trainers](#) 2020
- [European University Cyprus](#), Nicosia: [Diploma in Music Technology, Cyprus College](#) 2013-2023
 - Course leader and training instructor for Music Business module.
- UCLAN External Advisor - BA Music Production Course by the Aegean College, Athens 2008

🍏 Apple-related Business

- [iSquare S.A.](#), Athens (Apple VAD Greece & Cyprus), Sales Manager for Cyprus | [isquare.gr](#) 2010 – 2012
 - Managing all sales development across all markets segments for all Apple Products. Position based in Nicosia.
- [Computer Warehouse](#), London (Apple Authorised Reseller & Service), Apple Expert. 2008 – 2009
 - Pre-sales and After-sales support, with focus on Audio solutions. Position based in London.
- Rainbow S.A., Athens (IMC Greece & Cyprus), Pro Business Development Manager 2005 – 2008
 - Managing all sales development across all Pro Apple software. Position based in Athens.
- TRain, Athens (IMC Greece & Cyprus), Apple Expert Audio Trainer 2005 – 2008
 - Trainer for Apple Audio Technologies. Position based in Athens.

Research - Data Analysis - Publications

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

Affiliations

- **WHO Regional Office for Europe:** Member of the A-Net: Accelerator Network for Community Resilience and Protection (2026)
- **WHO Regional Office for Europe:** Member of the CSO informal working group on MPox (2023-2026)
- **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
- 🍏 Apple Certified Trainer in Soundtrack Pro
- UDEMY: Complete ChatGPT Course for Work 2023 (Ethically)
- UDEMY: ChatGPT Masterclass: The guide to AI & Prompt Engineering

Languages

- **Greek:** Professional/Native level
- **English:** Professional/Native level
- **French:** B2 Level. Good.
- **Arabic & Turkish:** Basic (Starter)

Skills Summary

Summary:

- Extensive professional experience since 2005 in sales, business development, strategic communication, training, audiovisual production, and digital media.
- Demonstrated consistent ability to drive growth, navigate complex market landscapes, and bridge the gap between grassroots communities and policy-level institutions.
- Lived and worked in multiple EU countries (2000-onwards): Cyprus, Greece, UK, Germany, Spain, and Belgium.

Sales & Business Development:

- Delivered more than 300 presentations and pitches on programmes, products, and services.
- Achieved significant sales growth as Country Sales Manager for iSquare S.A. (Apple VAD Greece & Cyprus), increasing sales revenue from €1M to €5M across all market segments in two years (2010–2012).
- Consistently met sales targets managing Apple software sales for Rainbow S.A. in Greece and Cyprus (2008-2019).
- Founded Veramand Academy, with Studio, Music Label and Publishing dept., successfully transforming operations during the 2013 economic recession and redesigning the global artistic hub to operate fully online, prior to the COVID-19 pandemic. The Academy was re-branded to VeraGrand Academy in 2024-onwards.
- Revitalised the funding model of the AIDS Solidarity Movement (non-profit), transforming it into a publicly recognised, rights-based NGO, with an annual operations cycle of €100k, and strong collaborations with the Ministry of Health, the Cyprus National Addictions Authority, WHO Europe, ECDC, and active membership in European networks like AIDS Action Europe, EATG, Africa Advocacy Foundation's 'Mi-Health', the COBATEST Network and SHAPE.

Strategic Communications & Growth:

- Organised conferences and events, consistently meeting registration targets at UNIC Health (2022-2025).
- Increased medical expedition programmes at UNIC's Medical School Mobile Clinic, from 4-8 to 12-14 annually, significantly expanding the medical services offered (2022-2025).
- Managed Strategic Communication for AIDS Solidarity Movement, including the lunch of Cy Checkpoint Community-led HIV/STI Testing & Prevention Centre (2015-onwards), and the official access to of PrEP (Pre-Exposure Prophylaxis) national program in Cyprus (2018-2025).
- Managed Strategic Communication for AIDS Action Europe across a network of over 370 community organisations in Europe and Central Asia (2024-2025)
- Led strategic communications, digital marketing, and branding for high-level entities, including Objects Stores (Versace, Alessi, Bugatti, Vista Alegre, Kosta Boda, Hermes, Leonardo, Kela, Philippi, Emile Henry etc.), AIDS Action Europe, VeraGrand Academy, UpGraded-Live, MULTINSPIRE Agency and Pilakoutas Group (BMW, Jaguar, Land Rover)..
- Contributed to the foundational operations, strategies, and processes of the COBATEST Network.

Training/Capacity Building:

- Designed and/or delivered over 50 diverse training programmes (online and in-person) since 2005 on topics including health, technology, marketing, copyright, and sales.
- Led academic modules, including the Music Business module at Cyprus College - European University Cyprus, and delivered communication skills workshops for medical students at UNIC Medical School.
- Conducted extensive corporate sales and technical training for Apple Authorised Resellers in Greece (SAE Athens, Athens Pro Audio, Document S.A.) and Cyprus (Greycom Ltd, Public, Electroline, Bionic, Stephanis, etc.).
- Facilitated capacity-building workshops across Europe as a Professional Trainer for the EATG StepUp Academy, AIDS Action Europe, COBATEST, and the Mi-Health Network.
- Delivered targeted training for local bodies including the Cyprus Ministry of Education, Cyprus National Addictions Authority, and Accept LGBTI Cyprus.
- Conducted needs assessments, developed tailored training materials (including video series for the EATG PROMISE Project), and managed LMS platforms (Moodle, Blackboard, Canvas, Wix LMS).

Audiovisual Production:

- 20+ years of creating digital content: videos, audio recordings, and written materials for TV, radio, advertising, and project documentation.
- Proficient in industry-standard software (Final Cut Pro, Logic Pro, Adobe Suite, Canva, Figma, Affinity Studio).
- Maintains a professional home studio equipped for high-end video and audio production.
- Experienced in social media content, press releases, infographics, and technical copywriting.

Skills Summary

- Leverages emerging technologies, including advanced AI tools (Gemini, DeepSeek, Claude, ChatGPT etc.), to optimise digital outreach and modernise organisational workflows.
- Expertise in data analysis (Google Analytics, SEO/SEM, Excel) and strategic digital campaigns.
- Apple Certified Pro and Apple Certified Trainer for Logic Pro and Soundtrack Pro (2008).

Community Expertise:

- Serves as Board Chair of the AIDS Solidarity Movement (2023–2027) and previously as Steering Committee & Chair for AIDS Action Europe (2018–2023).
- Represented AIDS Action Europe on the Steering Committee of the COBATEST Network (2018–2024).
- Recognised as a Community Expert for the European Centre for Disease Prevention and Control (ECDC) and served as a member of the CSO informal working group for the WHO Regional Office for Europe.
- Collaborated on rights-based health advocacy for marginalised populations with AIDS Action Europe, the European AIDS Treatment Group (EATG) and the Africa Advocacy Foundation (UK).

Project Management:

- Managed complex, multi-stakeholder public health initiatives funded by international organisations, including the AIDS Healthcare Foundation (AHF), the EU4Health "CORE" programme, and the CERV "Safe-R" programme.
- Oversaw the logistics and expansion of the UNIC Health "Mobile Clinic" project (2022–2025), significantly increasing its operational capacity across Cyprus.
- Directed multiple community-focused initiatives for the Cy Checkpoint and Cyprus PrEP Point.
- Ensured consistent delivery of initiatives on time, within budget, and with S.M.A.R.T. measurable impacts.

Research Work:

- Serves as the Cyprus focal point for the ECDC Dublin Declaration.
- Led research for the "EMIS II 2017 & EMIS III 2024: European Men who have Sex with Men Internet Survey".
- Contributed to numerous ECDC reports, including the special report on "HIV and Migrants" (2023) and rapid risk assessments for multi-country disease outbreaks (2022).
- Co-authored published works on public health trends (e.g., the distinction between Chemsex and sexualised drug use, 2023), demonstrating a strong capability in analysing complex data sets to inform policy and community intervention strategies.

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

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