

# COVER LETTER

At a first glance, one may think that creative thinking processes do not go hand-in-hand with business thinking. One may wonder, 'how could a musician and audio/video producer combine communicational skills in such depth to master public image management of organisations and/or companies, social media, promo-com challenges, public speaking and presenting, negotiating?'.

Well, the truth is that once you connect the dots, it is apparent that transferable skills are as important as the character of the professional. This exact versatility is what I bring, is the reason why you should hire me, and is what makes me an asset to a team. I have developed an eye for detail, as well as a 'zoom out' ability to be able to see the bigger picture, and thus communicate messages more clearly and more precisely, to form connections and open channels of communication. A quick view on my portfolio of works ([here](#)) will convince you.

I have worked hard to be able to explore different angles, present alternative approaches, find solutions to complex challenges, and work around problems that others may be incapable of managing. This is why you should hire me.

## Senior Management Skills

On a Management level, and having served as the "Country Sales Manager" for Cyprus for the **Apple VAD** (iSquare S.A.: 2010-2012), I have managed all in-country communications, budgeting, sales forecasting and target achieving, increasing an annual revenue from 1 to 5 million euros in 24 months. In Dec. 2021 I was elected the Chair of the Steering Committee of **AIDS Action Europe** (2022-2023), a network of more than 400 Community Organisations in Europe and Central Asia, working voluntarily to end HIV/AIDS, increase awareness around sexual health and prevention, and to tackle social stigma. I also participate in the **ECDC EU/EEA** Sexually Transmitted Infections (STI) Network Coordination Committee (Oct. 2021-onwards) as a Community Expert, providing consulting. The management experience goes back to 2005, when I first served as the multimedia Pro Business Development Manager for Greece's & Cyprus' **Apple IMC** (Rainbow S.A., 2005-2008). Numerous professional roles followed, based in London, Athens and/or Cyprus. What I feel makes me good as a leader is not only the fact that I am target-oriented, pragmatic, hands-on, and lead by example, but because I feel I inspire people to evolve and become a better version of themselves. I utilise these experiences to become able to act and be both a better team player, -knowing what it takes to be a leader-, and a better leader when needed, -knowing the rules of team making-. Any great professional will be asked to demonstrate the ability of being both a team player and a leader, and I have been in the shoes of both roles.

## Communication

I consider myself an expert when it comes to communication and promotion, as I have been working in related projects since 2005. Although I have not studied communications per se, my expertise has evolved from my artistic and performing arts background, as well as all professional roles I have had since 2020 - onwards. On the one hand, I am well-trained to be exposed in front of an audience, I can establish an open channel of communication, and I can easily connect with any audience. On the other hand, I have had the opportunity to gain a tremendous amount of experience from communicational roles, including but not limited to a media representative, a copywriter and manager for social media, a strategical designer of promo campaigns, a public image consultant, and a multimedia producer, with a portfolio of successful projects ([here](#)). I have delivered hundreds of keynote presentations, participated in many events as a public speaker and facilitator of discussions, on various levels, physically and online. I have also appeared on commercial media (TV/Radio/Newspapers), and have been managing the communication with journalists since 2005. A milestone for my communications skills development was the training I received to become an HIV/STI community testing counsellor for the AIDS Solidarity Movement testing centre. Connecting the dots, HIV/STI Testing and Counselling is closely related and connected to communicating on a personal level, creating a trust bond, while setting frames and rules with clients. Indeed, counselling is communication, and allows one to see a very different side of peoples' needs, the necessity of connection, the strength of belonging. Today, I work at the Communications Office of the University of Nicosia - UNIC Health, in Cyprus.

### **Training & Facilitation**

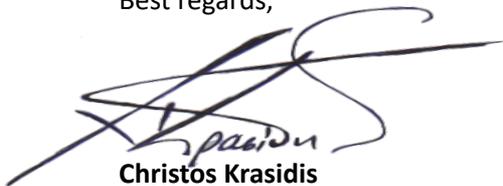
In terms of training, I have been teaching and delivering training sessions since 2005. I started providing Business Training to Apple Retail Channels around Greece and in Cyprus, related to selling techniques for all Apple products, and soon found myself delivering the official launch of Apple Mac OS X for media journalists in Athens (2007). After my masters graduation (BSc in Music Business Management, 2009), I started teaching Business related subjects at Veramand Academy and Cyprus College, as well as delivered various seminars and workshops on Copyright and Intellectual Property, Professional Business Writing, SWOT, Strategic Marketing, Business Development, Leadership and Many more. My involvement with the volunteer and activistic work around I Sexual Health also allowed me to receive and deliver training sessions and perform presentations at conferences, universities, European summits and international forums, on the highest level. I have trained more than 50 harm reduction and health professionals for the Cyprus National Addictions Authority, the State HIV Reference Clinic, and members of EATG, AIDS Action Europe and the COBATEST network. Training others in any form or topic is a role that contributes tremendously to the development of all other communicational and management skills. It is only exceptional trainers that understand and invest in the power of communication.

### **Managing people and projects**

It almost 20 years now (2005 - onwards) that I have been managing people, as well as projects. While working for the Apple IMC in Athens, I had to manage people on various levels, in order to achieve my sales goals: colleagues who's work was affecting my results, resellers' heads and sales representatives, even clients (pre- and after- sales) who would contact me directly regarding clarifications on products I was managing. When I was talking to senior management I had to adapt to a different level, compared to the communication strategies I would employ when talking to sales people or clients. In the HIV/STI Community level, I also had to utilise different communication skills when presenting proposals or results to sponsors, compared to when I was managing volunteers, Community Health Workers and/or users of the HIV/STI Services offered. These adaptations allowed me to grow and further develop communicational skills that I now posses. I feel that managing people comes down to a set of skills that are very related to managing and coordinating projects. I have a rich experience of coordinating and managing projects and people, from community advocacy, to Mobile Clinic expeditions (organisation, implementation, communication), from fundraising to project reporting, from media production operations projects to public speaking in the house of parliament, commercial media (TV, Radio, Podcasts), from organising and coordinating Conferences, to designing and implementing communications strategies. I could go on and on regarding specific examples, but I feel a face-to-face interview would be the best way forward.

I remain at your disposal for any clarifications.

Best regards,



**Christos Krasidis**

Checkout my Portfolio of works [here](#).