

Alexander Karantonis

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London, UK

PROFILE

A dedicated person with hands on experience within the marketing and production field. Skilled in fast-paced, ever-changing workplaces, specialising on producing captivating content and creating a visual storytelling on media platforms. An excellent communicator, and reliable team player; with a history of working directly with stakeholders and colleagues to transform customer experiences into measurable, achievable goals.

SKILLS

SOFTWARES

Adobe Premier Pro

Adobe Photoshop

Adobe Lightroom

Canva

Adobe Express

Avid Media Composer

Canva

Microsoft Office

PRODUCTION TOOLS

DSLR/ML photography and videography (Canon 70D & Sony A7)

DJI Certified RPAS C2 drone Pilot

Cinematography using SONY SX70 & FS5

Log lines and Pre-Production documentation

OTHER SKILLS

Fluent in English and Greek

Beginner in French and Italian

Full EU Driving License

Risk Assessment procedures and Release Forms

OPERATING SYSTEMS

Microsoft Windows and

macOS

ACHIEVEMENTS

European Parliament Ambassador School Programme/Euroscola: Represented Cyprus and my school in the European Parliament in Strasbourg by giving a speech in front of EU politicians and other 500+ students.

Cyprus Friendship Programme: Peace building programme with Greek Cypriots and Turkish Cypriots that took place in the USA and Cyprus.

Military Service: Served for 14 months in the Cypriot Navy as the Chef and a guard of the base.

High School Marks: Achieved a 90.88% overall grade in the department of Foreign Languages and European Studies.

High School Activities: Achieved award for the greatest number of extra-curricular activities in high school.

Music Competitions: Won 1st place in the French Pancyprrian Singing Competition in 2020 and won 3rd place in the Pancyprrian Song Composition Competition in 2019.

VOLUNTEERING

PASYKAF | 2017-2020

- Volunteered in the Cypriot Association of Cancer Patients, a non-profit organization helping kids suffering with cancer by selling tickets in busy public areas, by wrapping Christmas presents, easter eggs and by sending supporting letters.

INDUSTRY EXPERIENCE

- Social Media Manager and Content Producer (Intern):** Sanctum Spa & Fitness | Limassol, Cyprus | 2023 - 2024

Experienced in social media content production, engagement, and digital marketing to increase company exposure. Capable of generating high-quality visuals using Sony a6400, Adobe Premiere Pro, and Photoshop. Led important initiatives, such as the 10th anniversary campaign using drone footage. Enhanced content management and online booking systems with Mindbody and Soho. Effective communication, time management, and collaboration skills.

- Social Media Manager:** Sculptures by G. Mouzourides, Limassol, Cyprus | 2024

Skilled in creating engaging graphic content for Instagram campaigns using Canva and Adobe Express. Experienced in creating mood boards to ensure that images fit with the artist's idea before publication. Managed content scheduling and optimisation to increase audience engagement.

- Video Producer for a concert:** Alexia - Mikis Theodorakis, Limassol, Cyprus | Oct. 13, 2023

Assisted with the creation of live performance visuals, ensuring that video content was executed smoothly. Coordinated camera operations, screen projections, and real-time video mixing. Managed media assets and worked with the creative team to provide captivating visual storytelling. Supported technical setup, troubleshooting, and live cue execution while collaborating with the director and production team to increase audience involvement.

- Content Producer:** Promotional Videos and Photo Shooting for Exercise Equipment and Proteins | X-Treme Stores, Limassol, Cyprus | 2024

Four promotional videos and a professional photo session were created for a retail store, highlighting fitness equipment, proteins, and snacks. Managed on-site production at a gym, resulting in dynamic fitness-related material. Collaborated with a Cypriot influencer to increase brand awareness and engagement. Delivered visually appealing material in accordance with the brand's social media marketing strategy.

- Video Producer:** Promotional Video for ANTHELIA laser hair removal | Center of Surgical Diseases, Limassol, Cyprus | 2024

Created and edited a high-quality advertising video for a hair removal laser, emphasising its benefits with engaging images and language. Managed the whole production process, from scriptwriting to post-production editing.

- Video Producer:** Promotional Video for Podiatrist A. Nicolaides, Limassol, Cyprus | 2024

Produced and edited an engaging promotional film honouring a podiatrist's 30-year career, highlighting competence, devotion, and patient effect through storytelling. Managed the entire production process, from concept to final edit.

EDUCATION

- University of Portsmouth, Portsmouth, UK | BA (HONS) Media Studies | 2021 - 2025**

Media Analysis & Critique: Understanding media theories, representation, and audience engagement.

Content Creation: Experience in writing, video production, and digital storytelling.

Digital & Social Media: Knowledge of social media strategies, branding, and online engagement.

Research & Critical Thinking: Strong analytical skills for evaluating media texts and trends.

- St Peter and Paul's Lyceum, Limassol, Cyprus | Foreign Languages and European Studies | 2017 - 2020**

- Certificate - 90.88%

REFERENCES

Andrea Aristidou | Manager at Sanctum Spa & Fitness |
andrea@sanctum.life

Sophia Wood | Personal Tutor at University of Portsmouth |
sophia.wood@port.ac.uk