



Experienced Marketing, Communications and Production Manager with a demonstrated history of working in the real estate, yachting and television industries. Skilled in strategy, branding, marketing, communications, creative writing, project coordination, events organisation and presenting. Highly committed, dynamic, results-orientated professional with a leading role in the launch, promotion and fruition of pioneering mixed-use developments in Cyprus, following a London media career spanning over eight years.

CAREER OVERVIEW

Cybarco Development Ltd, Lanitis Group, Cyprus

2018 - present

Marketing & Communications Manager

- Responsible for the Marketing and Communications of Cybarco, Cyprus' leading luxury property developer with sales exceeding €200 million in 2018 and €185 million in 2022.
- Also responsible for the Marketing and Communications of Trilogy and BeCyprus Ltd.
- Member of the Senior Management team, reporting directly to the CEO.
- Managing an annual Marketing and Communications budget in excess of €2million.
- Managing a team of two, also consulting extended marketing teams at special projects.
- Key liaison between marketing, sales and business development teams.
- Responsible for the branding of Trilogy Limassol Seafront, Limassol Marina and BeCyprus.
- Responsible for Cybarco's 2019 rebrand, subsequent sustainability project and Trilogy's launch.
- Part of the Trilogy Commercial Team responsible for operations, the plaza F&B and retail brands.
- Setting and monitoring annual strategies and marketing budgets for all projects.
- Across the design, production and execution of all marketing materials, press, print, outdoor, web activity, SEO and PPC both locally and internationally.
- Brand ambassador responsible for corporate image, networking, media relations and events.
- Responsible for company copywriting, social media, photography and videos.
- Executive producer and host of Cybarco's own podcast "Destination Cyprus".

Limassol Marina Ltd, Limassol, Cyprus

2013 - 2018

Marketing & PR Manager

- Responsible for the Marketing and Communications of a €400 million mixed-use development, Cyprus' first superyacht marina: 285 residences, 650 berths, 54 commercial units.
- Member of the Management team, reporting directly to the CEO.
- Managing a Marketing and Communications budget of €8 million between 2013 and 2018.
- Managing a team of two and consulting an operational team of 20 across internal communications, corporate image, crisis management, customer relations and public affairs.
- Key liaison with Cybarco's property sales team and Camper & Nicholsons Marinas.
- Setting and monitoring the annual Marketing and PR budget and strategy.
- Overseeing the planning and execution of all local and international campaigns.
- Across all marketing materials, press, print, outdoor, web activity, SEO and PPC.
- Responsible for networking, media relations, company and third-party events, including the branding and launch of the very first Limassol Boat Show.
- Responsible for all company copywriting and social media.
- Chief Editor of the annual "Onboard" magazine, after initiating concept, design and content.
- Producer, director and assistant editor of all movies and photographic material.

PR Officer

- Reporting directly to the Marketing and General Managers.
- Responsible for devising and executing the project's PR plan through to its maturity.
- Directly involved in conceptualising and implementing the project's branding, dealing with issues of controversy and maintaining all corporate communication.
- Responsible for all local and international PR activity, events and affiliations.
- Copywriting and preparation of all press or online content and imagery.

British Sky Broadcasting (BSkyB), London**2006 - 2008****Producer / Production Co-ordinator, Sky Creative & Sky Arts (freelance)****Production Manager, Sky Movies (freelance)****TV Presenter: over 2,000hrs live TV, studio, location, interviews (freelance)**

- Reporting to the respective Heads of Production and Programming Directors.
- Responsible for production bookings, shoots, budget allocation and payments.
- Drafting of crew contracts, location agreements, release forms and risk assessments.
- Across all press and online publicity in liaison with the Marketing Department.
- On-screen host / scriptwriter of a variety of shows on the Sky platform.

Key credits:

- *Sky Movies Interviews (UK / Bahamas): Oliver Stone, Val Kilmer, Tim Burton, Gwyneth Paltrow, Johnny Depp, Colin Farrell, Angelina Jolie, Richard Gere, Liam Neeson, Nicole Kidman, Sydney Pollack, Colin Firth.*
- *Sky Customer Channel*
- *Sky Vegas Live*
- *Sky Home & Travel*

British Sky Broadcasting (BSkyB), London & Los Angeles**2003 - 2006****Production Manager, Sky Movies Production**

- Reporting directly to the Head of Production.
- Managing a team of 15 producers responsible for the channels' content.
- Co-ordinating events, shoots and interviews in London and Los Angeles.
- Responsible for the department budget, production bookings, contracts, sponsorship and publicity in liaison with Film Studios.

Key credits:

- *The Oscars: Academy Awards*
- *The Golden Globes (Los Angeles)*
- *The Annual BAFTA Tea Party (Los Angeles)*
- *The Empire Awards*
- *The Promax UK Awards*
- *Fashion Rocks at the Royal Albert Hall*
- *Star Wars: Feel the Force*
- *On Camera Series: Pierce Brosnan, Julie Andrews, Jack Black, Paul Bettany*
- *The Grand Classics present Kevin Costner*

Channel 4: Princess Productions, London**2002****Clearance / Production Secretary, RI:SE**

- Reporting to the Programme Producer.
- Acquisition and legal clearance of stills and archive for the live show.
- Overseeing agreements, shoots, budgets and submitting music returns / P-as-C forms.

Key credits:

- *MTV Dancestar Awards*
- *Elle Awards*
- *GQ Awards*

British Sky Broadcasting (BSkyB), London**2001 - 2002****PA to Creative Director/Head of Promos, Sky Movies & Box Office**

- Responsible for Director's diary and liaison with clients and sponsors.
- Assisting the department with promo making at all levels.
- Attending major shoots as a runner and offering organisational support.

Key credits: - *Live in Your Living Room Series: Steps and Westlife*
- *The V Festival*

Foxtons, London**2000 - 2001****Lettings Negotiator**

- Dealing with applicants, landlord management and negotiation.
- Use of Property packages for the drafting of tenancy agreements and utility letters.

British Forces Broadcasting Services (BFBS/SSVC), London**1999 - 2000****Planning Assistant**

- Constant updating of acquisition and transmission schedules for the Television Department on TMS, PILOTS and PROVYS library and scheduling systems.
- Part-time gallery PA to Director and Producer of Room 785, Childrens' BFBS.

EDUCATION**Royal Holloway University of London****1996 - 1999****Media Arts (BA) 2:1**

- First Year Entrance Scholarship & Department Representative.
- Member of The University of London Air Squadron.
- Member of the University's Staff / Student Trading Committee.

Foley's Grammar School, Limassol, Cyprus**1992 - 1996****Head Girl**

- A' Levels: French (A) Greek (A) English Literature (B)
- O' Levels: Maths (A) Greek (A) French (A) German (A) Chemistry (A) English Literature (B) English Language (B) Biology (B) Music (B)
- Gold Duke of Edinburgh Award Scheme.

LANGUAGES: Bilingual in English and Greek. Fluent in French.

OTHER HIGHLIGHTS

- Main host of the the largest tech and entrepreneurship event in Cyprus "Reflect Festival".
- Published author, blogger and podcaster of "Fovaritage".
- Expert panelist on female fertility awareness / egg freezing at The Cyprus Forum.
- Ambassador for Mental Health with active involvement in the local community.
- Presenter of the Limassol Marina Inaugural Event with the President of Cyprus.
- Presenter of Balcony TV Cyprus, a live global music show.
- Presenter of the Junior Eurovision Song Contest.
- Winner of the Sky Talent Presenter Competition, UK.
- Presenter course at The National Film and Television School, UK.
- Officer Cadet with The Royal Air Force, UK.
- Participation in RAF Skiing Championships, France.
- Member of Diastasis Cultural Association, Cyprus.
- Junior competitor of the Cyprus Tennis Federation.

INTERESTS: Writing, reading, cooking, traveling, theatre, film, music, tennis, golf, fashion and art.

REFERENCES: Available upon request.