Alexandros Papadakis

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Creative Strategist with 10+ years of experience across communications, creative direction, content creation and video editing in CY, NY, UK & the EU. I turn complex ideas, products and messages into stories people want to watch, read and share, from campaigns and digital content to film.

Employment

- **Creative Director** (Apr 2025 - Present) **Hello Halloumi**

- **Communications Officer** (Sept - Oct 2026) **Xarkis Festival**

- **Freelance Creative - Video, Content & Comms** (Mar 2016 - Present) **Website**

- **Creative Copywriter** (Nov 2022 - Nov 2023) **Action Global Communications**

- **Copywriter** (Jan - Nov 2022) **Marketway Publicis**

- **Copywriter** (June 2021 - Jan 2022) **Ogilvy**

- **Fashion Event Director & Writer** (2020 & 2021) **CPEIC.STUDIO**

- **In-House Video Editor** (Apr - Sep 2018) **The Coffee Films**

- **In-House Video Editor** (Jul 2016 - Apr 2018) **GeekOtopos**

- **Production Assistant** (August 2016) **Cyprus Broadcasting Corporation**

- **Operations Manager & PA to COO** (one season in 2012) **FIP Ventures**

Education

- **Brunel University London (UK)** (2018 - 2019) **Master's - Creative Writing**

- **De Montfort University (UK)** (2012 - 2015) **Bachelor's - Film Studies**

- **Kykkos A' Lyceum (Cyprus)** (2006 - 2009) **Vice President of the School Board**

Skills

Strategy → Concept → Writing → Production → Editing → Distribution → Analysis

Creative Strategist

- Developed integrated campaigns and creative concepts for brands, businesses, organisations, events and government.
- Developed ideas from initial brief through concept, copy and execution, working across digital, social, PR, activations and campaigns.
- Created content across a wide range of industries, including banking, fintech, energy, pharmaceuticals, government, hospitality, resorts, insurance, telecommunications, real estate, fashion, retail, construction, and nonprofit.
- Collaborated with designers, strategists and account teams to develop and deliver creative work for major brands.
- Wrote campaign concepts, social content, SEO, digital copy, PR materials, articles and other brand communications.

Creative Production - Video & Content

- Edited commercial, branded, social, music and film content.
- Worked across the full production process, from concept development and scripting through production, post-production and final delivery.
- Developed scripts and produced video content for AI technology companies, including RAIDS AI and Fountech, collaborating with technical teams to understand their products and translate complex concepts into clear, engaging visual stories.
- Worked on set as a Director's Assistant and Script Supervisor.
- Combined writing, visual storytelling and editing to turn concepts into content.
- Worked across both agency and freelance environments, adapting quickly to different brands, briefs, teams and production requirements.

Cross-Disciplinary

Writing shapes visual identity. Production shapes the story. Strategy connects both.