

# Artem L. Chief Marketing Officer

Crypto Social Media Marketing, Chief Marketing Officer (CMO)

## Profile

- Expert in creating and leading tech-driven blockchain and fintech solutions with robust marketing and strategic prowess;
- Oversaw development and strategic planning as CEO of a self-developed platform;
- Expertise in managing sizeable teams, particularly with a team of 8, driving product growth and optimizing marketing budgets;
- Deep skills led initiatives in various acquisition, retention, and branding strategies, with experience across multiple international markets;
- Deep understanding of HTML5, CSS, and growth-hacking techniques, underscoring a commitment to technical and user-experience excellence;
- Experience in consulting web3 projects that raised investment rounds through token sales:
  1. Web3 gaming platform raised \$400k in 2 rounds (pre-sale, sale through launchpads).
  2. Dex exchange ~\$100k in one round of sale.
- Created company from idea to full function product(2022-2023);
- Company growth from 20k to 1 million USD FTD/month;
- Max 1 month ROI=1361% (12/2017);
- Optimized marketing budget in 2 times as effective (05/2019).

## Details

Thailand  
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## Skills

Leadership  
Marketing strategies  
 Atlassian Confluence  
Feature Driven  
Development (FDD)