

Artem L.

Senior Chief Marketing Officer

SUMMARY

- 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).

TECHNICAL SKILLS

Main Technical Skills	Marketing strategies, Atlassian Confluence, FDD
Programming Languages	Hack
Data Analysis and Visualization Technologies	Google Analytics, Google Spreadsheets
Third Party Tools / IDEs / SDK / Services	Ahrefs
Project Management & Administration	Amplitude, Marketing strategies
Collaboration, Task & Issue Tracking	Atlassian Confluence
Methodologies, Paradigms and Patterns	FDD

SDK / API and Integrations	Jira API
Soft Skills	Mentor Aptitude
iOS Libraries and Tools	SwiftPM
Other Technical Skills	Brand24, Hotjar, Sales strategies, Similarweb, Voluum

WORK EXPERIENCE

Chief Executive Officer, Crypto iGaming Platform Development

Duration: August 2022 - November 2023

Summary: Multi-chain crypto gaming platform.

Responsibilities:

- Created an igaming product. From Idea to full self-development casino platform;
- Strategic Leadership and planning;
- Team Building and Management. 20+ person team in the crypto gambling industry (8 in the dev team);
- Finance. Budget management, report management;
- Marketing and Brand Development.

Technologies: Crypto, iGaming.

Head of Marketing, Crypto iGaming Marketing Initiatives

Duration: February 2020 - January 2022

Summary: Crypto gaming platform with original games and casinos.

Responsibilities:

- Responsible for crypto marketing strategy, and brand strategy;
- 15-person team in the crypto gambling industry;
- Budget management, report management;
- Managing campaigns in Media Buying, Affiliate Marketing, SEO, SMM, Email-Marketing, Push, PR;
- All Acquisition, Retention, PR.

Achievements:

- Telegram chat: from 0 to 20k subscribers and TG Chanel: from 0 to 30k subscribers, 2.5k-3k average views of posts;
- Twitter: from 0 to over 100k followers, 1k average views of posts;
- Influencers: up to 10 paid integrations, 10-30 free integrations per month;



- Media buying: up to \$100k monthly, average 30% payback in the first month, 120% in 6 months, 180% in 12 months.

Technologies: Crypto, iGaming, Media Buying, Marketing.

Head of Marketing, Software IT company

Duration: April 2019 – February 2020

Summary: Software IT company, that provides information, and technology services.

Responsibilities:

- Managed a marketing team of 13 people in fintech;
- Worked on user acquisition, user retention, and users reanimation;
- Created and optimized marketing strategy, brand strategy, promotion strategy;
- Overseeing marketing budgets (planning, tracking, ROI);
- Worked with Western Europe, Asia, African, and Latin America markets;

Technologies: FinTech, Marketing.

Head of Marketing, Betting Industry Marketing Leadership

Duration: November 2016 – March 2019

Summary: Betting Industry.

Responsibilities:

- Responsible for online marketing, marketing strategy, and brand strategy;
- Planned and managed campaigns in Media Buying, Affiliate Marketing, SEO, SMM, Email-Marketing, Paid Search;
- Budgeting (planning, tracking, increasing ROI) and reporting of all digital campaigns;
- Increase Gross Gaming Revenue, Net Revenue, LTV, Conversion Rate, Retention, and other indicators.

Technologies: Gambling, Betting, HTML5, CSS, Marketing.

Media buyer Team Lead, Betting Industry

Duration: October 2015 – November 2016

Summary: Betting Industry.

Responsibilities:

- Responsible for online media buying across a variety of ad networks on pricing formats (CPA, CPM, CPC). Improving online media performance and boosting ROI;
- Divided the traffic tiers and selected the top country. Organized retention and control of old partners;



- Organized leads generation;
- Control media buying: control CPA platforms, confirmation deals, fraud control, and budget control on traffic.

Technologies: Media buying, Affiliate marketing

Media buyer/Affiliate manager, Betting Industry

Duration: May 2015 – October 2015

Summary: Betting Industry.

Responsibilities: Participated in media buying, and affiliate management, and ensured performance targets were met.

Technologies: Media buying, Affiliate marketing.

Affiliate manager, Transformative

Duration: May 2014 – May 2015

Summary: Focused on lead generation working with affiliates and referral partners.

Responsibilities: Performed lead generation and worked closely with affiliate and referral partners.

Technologies: Affiliate marketing.

Owner, Online Marketing and Partnership Management

Duration: January 2013 – May 2014

Summary: Handled all marketing aspects and worked with developers and copywriters.

Responsibilities: Managed SMM, SEO, AdWords, and Email marketing activities while negotiating with partners and clients.

Technologies: SMM, SEO, AdWords, Marketing.

SMM manager, Social Media Marketing Campaigns

Duration: September 2012- January 2013

Summary: Managed social media marketing efforts for SoundSmart.

Responsibilities: Executed SMM strategies.

Technologies: SMM.

Lifeguard, Aquatic Safety Supervision

Duration: April 2012- September 2012

Summary: Served as a lifeguard ensuring safety and compliance with safety protocols.

Responsibilities: Safety management, emergency response.

Specialist in budgeting and financial analysis, Financial Analysis and Budgeting

Duration: September 2011-April 2012

Summary: Specialized in budgeting and financial analysis for Credit Collection Group.

Responsibilities: Conducted financial analysis, budget preparation, and process improvement.

Technologies: Financial analysis, Budgeting.



EDUCATION

National University. T.G. Shevchenko, Geography department
Sept 2009 - June 2013

CERTIFICATION

- **Combinator Y courses**
Lean startup courses
- **AI Ukraine**
An Introduction to Consumer Neuroscience & Neuromarketing

