



FEDIASHOV ARTEM

Experienced Managing Director with 17 years in marketing, SEO, web development, and advertising. Proven leader in successful campaigns, ROI improvement, and growth. Seeking marketing director or SEO specialist roles in growing businesses, startups, and healthcare organizations to apply expertise for successful campaigns.

EXPERIENCE

Managing Director | WWG UA | Kiyv

January 2015 - May 2023

- Managed advertising budgets up to \$200k/month with ROI up to 750%.
- Managed campaigns in Google Ads with budgets up to \$70k/month.
- Designed, developed, and optimized 100+ websites, online stores, and web applications.
- Generated traffic from SEO from 0 to 60,000 visitors per month.
- Expert copywriting, placement, SEO-optimization 1000+ specialized articles per month.
- Implemented CRM, optimized sales and business processes, increased the efficiency of the sales department by 120%, and raised the average check by more than 300%.

Marketing manager | Prime Material | Odesa

January 2014 - November 2014

- Increased the volume of leather product exports by 20% in a year by identifying new markets and developing marketing campaigns.
- Increased organic website traffic by 170% in six months to enhance brand recognition on a global scale.
- Reduced Customer Acquisition Cost (CAC) by 15% by optimizing marketing spend.
- Achieved a 5% website Conversion Rate (CR) increase in six months through landing page and user experience optimization.
- Launched and successfully conducted 2 international marketing events that gathered over 10 participants and led to a 20% increase in sales volume within half a year.

Marketing Director | Rehearsal and recording studio Lavra | Kiyv

April 2010 - August 2013

- Established a client base from scratch, going from 0 to 750 clients.
- Increased the studio's profit by 250% over the last two years.
- Digital Content creation strategy resulting in an increase of user engagement of 25%.
- Grew the number of studio rental bookings by 80%.
- Developed and executed riders for music events.

Co-Project Manager | Promotion Technologies | Kiyv

April 2008 - December 2008

- Launched and successfully executed a large-scale "Roadshow" campaign with a budget of over 2 million dollars.
- Organized an event that covered 28 cities in Ukraine and lasted for 4 months.
- Engaged professional DJs, VJs, dancers, and photographers to enhance the atmosphere of the event.
- Created an interactive zone to enhance the participant experience.
- Planned and executed captivating contests and entertainment activities that greatly enhanced audience engagement.

Creative Director | 3D Advertising company | Kiyv

January 2006 - December 2007

- Developed and launched 15 successful advertising campaigns.
- Successfully managed a creative team of 8 people.
- Conducted ATL/BTL activities in 30 cities.
- Organized and ran successful events with over 1,000 participants.

PROJECTS

Comprehensive internet marketing for a national network of drug treatment clinics | NDA

January 2019 - February 2022

- Managed advertising budgets up to \$200,000 per month.
- Achieved an average ROI in the ads campaign of 240%, with a maximum ROI of 720%.
- Generated an approximate average monthly revenue of \$500,000, with a maximum of \$1,200,000.
- Established a network of multisites on subdomains for 70 regions, achieving 100% promotion of commercial queries in the top 5 search engine results and generating 35-100 clients per day through SEO.
- Played a key role in creating a specialized YouTube channel about addiction treatment, growing its audience from 0 to 500k subscribers.
- Implemented end-to-end analytics across 30+ traffic channels and integrated with CRM.

Development of website, admin panel, telegram bot for ticket sales and advertising campaign management

August 2022 - September 2023

Stars Trans Ukraine | stars-trans.com.ua

- Developed the project from the idea, creation of web resources, development of marketing strategies, customization and analytics of advertising campaigns and customer interaction scenarios and average reach ROI 300%.
- Conducted extensive market research to identify key trends and opportunities in the bus ticketing industry.
- Collaborated with a team of developers to design and create a seamless user experience for the website, Telegram bot, and administration panel.
- Conducted targeted advertising campaigns on Google Ads, Instagram and Facebook, reaching a diverse audience and increasing sales to 1000+ tickets per month.
- Analyzed performance metrics and user feedback to improve the service, enhancing its functionality and user satisfaction.

Website development, setup and management of advertising campaigns and Seo (Serm) promotion or a drug treatment clinic | NDA

October 2017 - February 2022

- Developed a network of 5 websites with a total of 5000+ pages with maximum relevant local commercial queries (service + geo).
- Developed scripts for sales managers, integrated CRM and increased the efficiency of the department by 120% and the average check by more then 300%.
- Received from 50 to 500 clients per month from SEO only.
- Wrote, posted, seo-optimized up to 800 profile themed articles per month.
- Ranked at the top of local SEO listings and generate up to 50+ clients per month through free placement in Geo-services.
- Developed a link building strategy, increasing link mass by 40+ quality backlinks per month and getting sites into the top 10 Google in organic SERPs in 6 months.

Development of a website, advertising campaign and integration of internet sales into business processes

January 2021 - July 2023

Transmet UA | transmet.com.ua

- Attracted over 1200 new customers in 7 months through marketing and sales efforts.
- Developed a marketing strategy to promote the business.
- Designed, developed and managed the implementation of a website for a client that included a custom calculator increasing conversion by 70%.
- Set up CRM system and developed scripts for account managers, sales managers, warehouse workers and drivers.
- Designed and launched a successful advertising campaign on Google Ads, Facebook and Instagram to increase brand visibility and engage target audience, which resulted in a doubling of the number of orders.
- Expanded the range of products and services in the online store to meet the diverse needs of customers.
- Trained and motivated team of 45 people to act effectively with CRM and handle customer inquiries.
- Implemented automation of customer service processes, significantly reducing resolution time.

• **Web app developing and promotion**

January 2020 - February 2022

Online Psychology Service «Meclee» | meclee.com

- Developed a marketing strategy to expand the reach of the online psychological assistance service from 0 to result.
- Designed and developed the website for the online psychological help service.
- Created a personal client and psychologist portal with task managers, planners, and integrated video call functionality.
- Executed advertising campaigns on Google Ads and Facebook Ads.
- Implemented comprehensive SEO optimization, increasing web platform users from 0 to 3000 per month.
- Identified platforms and published promotional materials in mass media.
- Secured 5 major corporate clients, including banks, game development companies, and software development firms.

• **Development and promotion of the online footwear store**

January 2018 - February 2022

Converse.in.ua | converse.in.ua

- Developed a marketing strategy to promote the "Converse" shoe store.
- Established a modern and informative e-commerce shop for "Converse" footwear, featuring detailed product listings to enhance the shopping experience for potential buyers, and achieved a 20% increase in sales.
- Set up and successfully integrating CRM system with the website and advertising campaigns, analytics services, also developed scripts for the sales department to optimize the processing and analysis of incoming inquiries and sources.
- Organized and launched an effective advertising campaign on various platforms, including Google Ads, Facebook, and Instagram, to maximize the reach of the target audience.
- Collected over 1200 prospective leads in 4 months, strengthening the sales potential of "Converse" shoes.
- Increased conversion rate from 2.5% to 3.2% within 3 months by conducting customer feedback analysis and adjusting marketing strategy.

• **Website development and promotion for a residential complex**

January 2021 - February 2022

Residential complex «Central Quarter» | ck.od.ua

- Created an informative and modern website for 2 residential complex with detailed apartment layouts, providing convenience for potential buyers.
- Set up and successfully integrating CRM system with the website and advertising campaigns, analytics services, also developed scripts for the sales department to optimize the processing and analysis of incoming applications and sources.
- Organized and launched an effective advertising campaign in Google Ads, Facebook and Instagram to maximize the reach of the target audience received more than 500 targeted applications in 4 months.
- Collected over 800 prospective leads in 4 months, strengthening the sales potential of the residential complex.
- Conducted an offline presentation of the project, which significantly raised interest and brand awareness.
- Developed high-quality banners and information booklets that successfully supported offline advertising and strengthened the brand in the eyes of potential clients.
- Strengthened the direct marketing strategy, including the use of email newsletters and stakeholder events.
- Conducted conversion and customer feedback analysis, making regular adjustments to marketing strategy to maximize results.

• **Website development and complex promotion of dentistry**

January 2021 - February 2022

Dental clinic «ALTADENT» | altadent.od.ua

- Developed a functional, adaptive, and multi-lingual website.
- Conducted extensive A/B testing and usability studies to fine-tune website elements and optimize the user experience.
- Integrated forms, telephony, call tracking, social networks, and advertising campaigns with CRM.
- Configured and launched advertising campaigns on Google Ads, Facebook, and Instagram, achieving a 600% ROI.
- Collaborated with medical professionals to ensure the accuracy and relevance of the medical profile articles, establishing the website as a trusted source of healthcare information.
- Optimized market strategy based on performance results analysis, driving informed decision-making for enhanced business outcomes.
- Crafted targeted and compelling sales scripts, customized for sales managers, to boost their effectiveness in engaging potential clients, closing deals, and surpassing revenue goals.

SOFTWARE

WordPress

Joomla

OpenCart

Figma

JavaScript

Html

Css

Visual Code

Chat Gpt

Bard

Midjourney

Serpstat

Seranking

Ahrefs

Screaming Frog

Netspider

Google Ads

Facebook Ads

Google Analytics

Google Tag Manager

Google Search Console

Key CRM

Keeping CRM

Asana

Notion

Trello

LANGUAGES

Ukrainian – Native Language

Russian – Proficiency

English – Upper Intermediate

German – A 2.1 Elementary
(continue to Improve)

FIELD OF INTEREST

Artificial Intelligence, bots,
basketball, cars, DJ-ing,
self Improvement

EDUCATION

- **Master's degree in economics** **2011**
International Academy of Personnel Management
Faculty of Economics and Business Management
Kyiv
- **Bachelor of Economics** **2007**
Institute of Technology and Design
Kyiv

COURSEWORK

- **Front End Developer Pro** **2020**
Hillel IT school
- **Layout design and theme creation on CMS WordPress** **2021**
Udemy
- **SEO Training Masterclass: Beginner To Advanced SEO 2022** **2022**
Udemy
- **How to create a brand strategy for your brand** **2022**
Public Kitchen
- **The Complete Artificial Intelligence and ChatGPT Course** **2022**
Udemy
- **Chat GPT for SEO: Get SEO results easy with AI** **2023**
Udemy

SOFT SKILLS

- Communication
- Problem Solving
- Critical Thinking
- Initiative
- Cross Functional
- Attention to Details
- Resource Management
- Self-Discipline
- Teamwork
- Leadership
- Creativity
- Passion

HARD SKILLS

- Budget Management
- Project Management
- Stakeholder Communication
- Technical Proficiency
- Data Analysis
- Agile/Scrum Methodologies
- Coding/Development Skills
- UI/UX Design
- Technical SEO
- Link Building
- Content Optimization
- Keyword Research
- SEO Tools Proficiency
- Google Ads Proficiency
- Ad Copywriting
- Sales Script Development
- Sales Funnel Management
- CRM Integration