

# Fediashov Artem

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## SUMMARY

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 targeted applications 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 20+ traffic channels and integrated with CRM.

### Development of website, admin panel, telegram bot for ticket sales and advertising campaign management | Stars Trans Ukraine | Stars-trans.com.ua | August 2022 - September 2023

- 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 for 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 than 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 50+ 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 | Transmet UA | <https://transmet.com.ua> | January 2021 - July 2023**

- 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 | Online Psychology Service "Meclee" | <https://meclee.com/> | January 2020 - January 2023**

- 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 | Converse.in.ua | [converse.in.ua](https://converse.in.ua) | January 2018 - December 2022**

- 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 | Residential complex "Central Quarter" | <https://ck.od.ua/> | January 2021 - February 2022**

- 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 | Dental clinic ALTADENT | [https://altadent.od.ua](https://altadent.od.ua/) | January 2021 - February 2022**

- Developed a functional, adaptive, and multi-lingual website.
- Written, posted and optimized 150 medical profile articles.
- 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.

- Designed an extensive website overhaul, enhancing UI and UX design, enabling multilingual support, and boosting loading speed.
- Generated, optimized for SEO, and posted a total of 70+ service articles on the website, with translations in three different languages.
- Indexing Problems decreased from 28 to 2, with a ranking increase from 98th place in the region to 3 th. Traffic to the website increased by 43%.
- Within 4 months after launching the project began to receive 2-5 relevant requests per day for cargo delivery from SEO.
- Developed and effectively managed a Google advertising campaign, resulting in more than 100 contacts from potential clients.

## EDUCATION

**Master's degree in economics | International Academy of Personnel Management Faculty of Economics and Business Management | Kiyv | 2011**

**Bachelor of Economics | Institute of Technology and Design | Kiyv | 2007**

## COURSEWORK

**Front End Developer Pro | Hillel IT school | 2020 | JavaScript, html, css**

**How to create a brand strategy for your brand | Public Kitchen | 2022**

**The Complete Artificial Intelligence and ChatGPT Course | Udemy**

**Layout design and theme creation on CMS WordPress | Udemy | 2021**

**Chat GPT for SEO: Get SEO results easy with AI | Udemy | 2023**

**SEO Training Masterclass: Beginner To Advanced SEO 2022 | Udemy | 2022**

## SKILLS

Software: WordPress, Joomla, OpenCart, Figma, Serpstat, Seranking, Ahrefs, Screaming Frog, Google Ads, Facebook Ads, Google Analytics, Google Tag Manager, Google Search Console, Bitrix 24, Amo CRM , Key CRM, Keeping CRM, Asana , Notion, Trello, Visual Code , Chat Gpt , Bard, Midjourney

Soft Skills: Communication, Problem Solving, Critical Thinking, Initiative, Cross Functional, Technical, System, Networked, Teamwork, Leadership, Creativity, Passion

Hard Skills: Budget Management, Project Management, Stakeholder Communication, Technical Proficiency, Data Analysis, Coding/Development Skills, Agile/Scrum Methodologies, Content Optimization, Technical SEO, Link Building, Social Media, Team Training and Development, SEO Tools Proficiency, Google Ads Proficiency, Ad Copywriting, Quality Score Optimization, Customer Relationship Management (CRM) Integration.

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