

ARTUR ARTIKOV

MARKETING GENERALIST | TECH, GROWTH & BRAND

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PROFILE

Hands-on marketing generalist with 5+ years of experience across technology, digital products, B2B, B2C and B2G. I have owned work from idea to measurable result across product marketing, paid acquisition, content, brand, websites, UX/UI, events and analytics. At First IT Group, I operated as the standalone marketing function and worked closely with developers on product communication and user experience. I enjoy understanding complex products, turning them into clear value propositions and independently pushing useful ideas through to execution.

CORE STRENGTHS

- Technology and product marketing: positioning, value propositions and go-to-market
- Content strategy, copywriting, social media and creative direction
- Paid acquisition: Google Ads, Meta Ads, Yandex Direct and Telegram Ads
- Brand development, audience segmentation and customer communication
- B2B events, partnerships and lead-generation campaigns
- Websites, UX/UI, SEO, analytics and cross-functional project management

RELEVANT EXPERIENCE

Marketing Director | Product & Growth

2025 - 2026

First IT Group | *technology products and digital services*

- Owned end-to-end marketing for an IT company offering web applications, digital services and automation: strategy, paid media, content, product communication, analytics and growth initiatives.
- Worked closely with developers to investigate inconsistent data sources, translate user and business needs into product changes and improve the customer journey.
- Used AppsFlyer and Google Analytics 4 to analyse acquisition and user behaviour; reactivation campaigns, gamification and clearer value communication increased activity, repeat payments and additional-service purchases.
- Personally redesigned the UX/UI and logic of three web applications using AI-assisted coding, reducing pressure on the development team and accelerating delivery.
- Supported the launch of an ML department by sourcing and screening engineering candidates, coordinating interviews and presenting the company to applicants.
- Product and growth initiatives increased confirmed monthly revenue by approximately 40%, from UZS 3.0bn to UZS 4.2bn.

Founder | Marketing & Digital Product Consultant

2026 - Present

TEYO.CC

- Help technology and industrial companies with positioning, websites, digital products, content, paid campaigns and customer communication.
- Turn client needs into clear briefs and coordinate delivery across developers, designers, a videographer and other external specialists.
- Use AI tools for research, prototyping, content production, quality control and faster day-to-day marketing workflows.

Marketing Manager / Consultant | B2B, Paid Media & Events

2024 - 2025

OilGroup / AIMI PowerTech / Hydrolos / Maxsus Polimer Zavodi | *concurrent industrial projects*

- Translated complex industrial and technical offerings into clear B2B value propositions, campaigns, websites and sales materials.
- At OilGroup, worked within an annual marketing budget of approximately USD 200,000 across paid media, events and marketing materials; personally ran Google Ads and Yandex Direct campaigns.
- Paid search generated approximately 27% of total sales volume. A 50-person industry event produced eight qualified leads, all of whom became customers within two weeks.
- Coordinated website development, CRM and IP telephony implementation and collaboration between management, sales, technical specialists and external vendors.

ADDITIONAL EXPERIENCE

Assistant to the CEO, then Project Manager

2022 - 2023

BIB Films - Uzbekistan Ministry of Tourism and JICA project | *international stakeholder management*

- Started as assistant to the CEO and later coordinated an international B2G project promoting tourism in Uzbekistan.
- Connected the internal team, the Ministry, JICA, suppliers and production partners; coordinated requirements, approvals, schedules and campaign deliverables.
- Supported the production of international tourism content by keeping creative, operational and stakeholder requirements aligned.

Project Lead & Scriptwriter

2021 - 2022

Comics Kids

- Led an original creative product from concept to distribution and managed a team of three illustrators.
- Created character and visual direction, wrote detailed creative briefs and managed quality, deadlines and production priorities.

Project Manager | Web Development

2021 - 2022

Megagroup.ru | *client communication and technical delivery*

- Acted as the link between clients and web-development teams, turning requirements into clear briefs and coordinating delivery.
- Managed schedules, quality control, change communication and the handover of completed websites.

Marketing & Content Projects

2022 - 2025

Il Home / WoodLine / Invento International School | *concurrent projects*

- Planned and coordinated social media, content, advertising materials and digital campaigns for lifestyle, manufacturing and education brands.
- Directed remote creative production by preparing concepts, scripts, visual references and feedback for a videographer and graphic designer.

TOOLS & CAPABILITIES

- Paid media & analytics: Google Ads, Meta Ads, Yandex Direct, Telegram Ads, Google Analytics 4, AppsFlyer
- Project management & CRM: Jira, Trello, Bitrix24, amoCRM
- Digital production: website builders, UX/UI, ChatGPT, Codex, generative image and video tools, AI-assisted coding

LANGUAGES

- Russian - Native
- English - B2+ (professional working proficiency)
- Czech - B1+ (actively progressing toward B2)