

Contact

www.linkedin.com/in/artem-artemov-b0a96a13 (LinkedIn)
tomad.co (Company)
artemartemov9.moikrug.ru/
(Portfolio)

Top Skills

Project Management
Trend Analysis
Business Strategy

Languages

English (Professional Working)
Russian (Native or Bilingual)

Publications

View-through rate, New Ad theory
New theory of advertising

Patents

VI-FI, VideoField

Artem Artemov

Chief Operating Officer at Research and Development Establishment of Communication Strategies (RDECS)

Summary

Keywords of skills

Memes&Memetics, Virus of the Mind, Communication plan, System Cognitive Analysis, Neural Networks, DeepLearning, Big Idea, Mission, Vision, AIM, PUSH / PULL marcom, CTR, VTR, CPM, CPC, CPI, CPA, RTB, ChurnRate, MediaPlan, ATL/BTL GRP, Reach, Frequency, KPI, IRR, NPV, TRIZ, MindMap, SCRUM, MeetingPoker, UserStory

I believe in the meaning of life. I know that man's happiness in the realization of his talent.

I like to solve complex challenges. To do that I have got one important thing - the talent find insights.

The talent helped me in the following achievements:

2003 to get Gold Medal from Ministry of Education and Science for the best scientific work in the field of information security;

2006 to launch 2 big web-projects – the video network 7RTV and smart RTB service FSEWT;

2007 to get US patent № TXu 1-579-483 for the VideoField technology;

2008 to invent View-Through-Rate - totally new ad monetization model for online-market;

2009 to write “New theory of advertising”, the most discussed topic placed on professional marketing forum SOSTAV (<http://www.forumsostav.ru/6/35703/>);

2010 to become winner of the contest of innovative ideas Zvorykinsky project and Skolkovo Foundation;

2011 to create five-year monetization plan for project TVZOR (GC SVYAZNOY);

2012 to organize TOMAD – an creative agency and Avikey - an advertising agency;

2013 to do something worthwhile for you

Experience

Strategic Development Research and Development Establishment of Communicat

Chief Operating Officer

January 2014 - Present

Moscow

the value of a think is as much it will be bring

SI2

Counselor

February 2013 - Present

Analyze it

APOSTOL

Counselor

December 2012 - January 2013 (2 months)

researching, planning and coordination

Tomad

CEO

February 2012 - December 2012 (11 months)

Mad ideas of corporate identity, print and outdoor advertising, video sites.

Brandwave

CEO

January 2009 - April 2012 (3 years 4 months)

Internet

My start-up, which taken all my free time last 3 years, that's will be a bomb on market of marketing .

The general Idea - to make a service be able to get answers for brands - how their ad effect to demand. The service is integrated data from ad and commodity distribution.

if it interesting for you ask me details

TVZOR

Head of Monetization

August 2011 - January 2012 (6 months)

I offered to do Personal Reality on Demand (PROD - my idea)...

SI-A-SI

Operative director / CTO

January 2007 - January 2012 (5 years 1 month)

Trading makes revenue, marketing makes profit

Ministry

Special officer

July 2003 - August 2006 (3 years 2 months)

Special division for investigation hackers crimes

Education

Voronezh State Technical University

Speialist, Computer and Information Sciences, General · (1998 - 2012)

Академия Народного Хозяйства при Правительстве Российской Федерации / Academy of National Economy under the Government of the Russian Federation

Specialist, Innovative Entrepreneurship · (2010 - 2011)