

# Artyom Kulakov

Preferable job positions:

Head of Content/ Product Manager

Field of expertise: Marketing, Advertising, PR, Content

Moscow, Russia

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<https://kulakov.media/>

## Work Experience

### Social Network Anonym.network

#### Moscow – Head of Content Department, Producer

July 2020 – present

- Excelled the content editing processes in a start-up company
- Provided the quality control of the content representing the platform
- Participated in the process of recruiting writers, bloggers, and experts for platform content making
- Designed the platform's tone of voice
- Developed the platform application's FAQ, regulations and editorial policies
- Coordinated the work of video search and copywriting contractors
- Established the moderation department, developed the content strategy replying the question what materials should be published but what are not
- Involved in the naming and UX-editing processes, prepare the descriptions for the website
- Supervise the localization of the in-house application
- Develop the strategy of internal SMM which mission is informing and building the network community
- Collect the data for developing future strategies
- Set tasks for marketing and design departments

### SALO Ltd,

#### Moscow – Senior Contentmaker

June 2019 –September 2020

- Coordinated the work of design department
- Developed the creative strategies based on CTR and finished readings of Yandex.Zen articles
- Prepared the detailed guides and creative tasks for executors, participated in company's brainstorming sessions
- Developed 5 creative types for every article for future testing in advertising campaigns

## Areas of Expertise

Screenwriting, Copywriting,  
Writing articles, Editorial,  
Literary editing, Interviewing

## Skills & Qualifications

English, Literate Speech,  
Administration, Asana, Trello,  
GSuite, Slack, Adobe  
Photoshop, Figma

Driver's License – B category

## Languages

Russian (Native)

English – B2

- Within one year the agency reached a significant level of awareness and became one of few authorized Yandex agencies
- Among other my works, there were designs for online magazines of Bridgestone, Paramount, TV3, and TNT

## **Video Games Localization Studio INLINGO**

### **Samara – Copywriter**

September 2017 – January 2020

- Run a corporate blog about video games localization
- Prepared publications for social networks and mailing lists
- Assisted with report or presentation preparations for professional exhibitions
- Prepared interviews with game developers, leading experts in this field, worked on native integrations

Thanking to my performance, the INLINGO brand awareness increased while the company acquired the reputation of expert in the community and on the specialized platform DTF.ru

## **Teleformat**

### **Saint-Petersburg – Screenwriter**

February 2018 – January 2019

- Writing the scripts for daytime TV series “Gadalka” (TV3 channel)

<https://kulakov.media/gadalka>

## **Education**

### **Irkutsk State University**

#### **Irkutsk – Bachelor of Marketing (Specialist's Degree)**

September 2006 – June 2011

### **Creative Writing School**

#### **Moscow – Writer**

2019