

# ARTEM BUNCHUK

RESEARCH, STRATEGY & OPERATIONS

## CONTACT

- artembunchuk.com
- 07500888836
- artem.cheshire@gmail.com
- 57a The Ridgeway, London, NW11 8QL

## EDUCATION

2015 - 2016  
**MSc. ADVANCED NEUROIMAGING**  
University College London

2012 - 2015  
**BSc. PHYSICS WITH PHILOSOPHY**  
University of Manchester

## SKILLS

### Leadership & Strategy

Team Building • Stakeholder Management • Project Roadmapping • Data-Driven Decision Making • Budget Planning • Risk & Resilience • Go-to-Market Planning • Business Development

### Marketing & Media

Brand Strategy • Content Strategy • Media Planning • Influencer Marketing • B2B & B2C Campaigns

### Research & Analysis

Market Research • Mixed-Method Research • Consumer Insights • A/B Testing • Survey Design • Focus Group Moderation • Data Visualization

### Communication

Stakeholder Presentations • Client Workshops • Executive Reporting • Cross-Functional Collaboration • Negotiation

### Development & Technical

AI Integration • Automation • API Integration • Machine Learning • Technical Project Management • Platform Innovation

## PROFILE

A dynamic leader with a strong background in psychometric research and organisational transformation. As a strategic thinker, I excel in innovation and data-driven decision-making. Skilled in both qualitative and quantitative research methods, I integrate cutting-edge technologies to solve complex challenges and tell insight-driven stories. Committed to revolutionising understanding of human behaviour through a blend of science and compassion.

## EXPERIENCE

### FANBOX

#### Director of Research, Strategy & Operations

2023 - PRESENT

- **Led day-to-day operations and strategic planning** for a 30-person workforce across multiple departments, including full-time, part-time, and freelance staff.
- **Oversaw end-to-end research operations** from design through execution across creative testing, social listening, and audience segmentation studies, acting as primary point of contact and delivering actionable insights to key studio partners' research, insights, and media teams.
- **Spearheaded AI integration** across consumer-facing products and internal productivity tools, driving both user engagement and operational efficiency.
- **Introduced automation workflows** across analytics, invoicing, and reporting, cutting repetitive admin time and streamlining freelancer payments, achieving a 4x efficiency gain in key operational processes.
- **Designed pricing frameworks** and cost models across consumer products and client deliverables, balancing engagement, scalability, and profitability.
- **Founded and led the Content Department**, overseeing B2B and B2C strategy across social channels
- **Conducted risk assessments** and implemented contingency plans, strengthening company resilience and ensuring business continuity.
- **Partnered directly with founders** to shape company direction, identify new business opportunities, and translate vision into actionable roadmaps.

#### Head of Research, Insights & Audience Activation

2021 - 2023

- **Led an interdisciplinary team** of psychologists, driving audience growth, mixed-method innovation and insights delivery.
- **Directed R&D initiatives** exploring dynamically adapted content and AI-modified media for creative testing.
- **Developed the 'Movie Dimensions' taxonomy** from 13+ million film reviews to support content and audience profiling and power the platform's recommendation generator.
- **Scaled the platform's reach** through an influencer-driven audience acquisition strategy, growing the subscriber base from 5,000 to over 120,000.
- **Integrated data from multiple third-party APIs** with 120,000 Fanbox behavioral profiles into an automated database, improving audience targeting and content personalization.

#### Head of Project Delivery -- Universal Pictures

2020 - 2021

- **Managed Fanbox's largest client, Universal Pictures (\$2M account), overseeing the full research lifecycle.**
- **Negotiated scope and deliverables** to align client needs with internal capacity, protecting margins and maintaining long-term account growth.
- **Conducted creative asset testing** to optimize campaign performance and boost audience engagement across major film releases.
- **Developed detailed audience profiles** for major film IPs, identifying key psychographic and demographic segments, optimal media channels, and core appeal drivers.
- **Provided data-driven insights** to inform decisions around release timing and media planning, directly shaping marketing strategy for major film campaigns.
- **Facilitated workshops with client stakeholders** that reshaped internal approaches to audience research and campaign planning.
- **Led broader market research projects** focused on film industry trends, genre performance, and audience segments to support client strategy, positioning, and long-term planning.

# ARTEM BUNCHUK

## TECH STACK

### Programming

JavaScript, TypeScript, Python, C#, Rust

### Frontend

React, NextJS, HTML, CSS

### Backend & Databases

Node.JS, MongoDB, MySQL, PostgreSQL

### Cloud & DevOps

AWS, Microsoft Azure, Git, GitHub

### Data Science

R, MATLAB, Excel, SPSS, Tableau

### Design & AI

Photoshop, Illustrator, Premier Pro, After Effects, OpenAI API, Anthropic API

## EXPERIENCE CONT.

### FANBOX

#### Strategy Consultant

2019 - 2020

- **Analyzed results from psychometric research** and translated them into strategic insights for clients in banking, hospitality, music, and film.
- **Conducted qualitative research** including focus groups, interviews, and specialized studies to uncover behavioral and psychological insights.
- **Led R&D initiatives** focused on platform innovation, including early experimentation with machine learning-based features such as automated face-swapping and rotoscoping.
- **Contributed to a pro-bono product** for NHS Foundation Trusts during the COVID-19 pandemic, delivering insights into frontline healthcare professionals' wellbeing and team dynamics.

### Foundation for Integrity & Sports

#### Freelance Lead Research Consultant

2018 - 2019

- **Led a team of five researchers** investigating FIFA corruption and human rights violations linked to Qatar's 2022 World Cup bid.
- **Conducted primary and secondary research** including interviews, financial document analysis, and evidence gathering.
- **Produced briefing papers and content** commentary, and public-facing social media content.
- **Assisted with conference organization** including speaker coordination, guest management, and event logistics.

### Qatar Global Security & Stability Conference

#### Freelance Research Consultant

2018

- **Conducted independent research and interviews** related to Gulf region security and geopolitical stability for international conference.
- **Contributed to briefing materials and talking points** for speakers, and assisted in the selection and coordination of panelists and VIP guests.

### VAKTEC

#### International Business Development Director

2016 - 2018

- **Led international operations and supplier partnerships**, managing relationships with global manufacturers and technology partners to support industrial modernization and expansion.
- **Developed and executed market entry strategies** across the CIS, Eastern Europe, and Asia, establishing new distribution channels and regional partnerships.
- **Negotiated exclusive distribution agreements** with leading OEMs, including MAZAK and OPS-INGERSOLL, significantly expanding the product portfolio.
- **Collaborated with clients' engineering teams** to adapt advanced manufacturing solutions to local market requirements.
- **Represented VAKTEC at global trade shows** and industry events, building brand presence and generating commercial leads.
- **Played a key role in technology transfer project** that enabled VAKTEC to become the first CIS-based manufacturer of carbide blank inserts.
- **Secured sponsorships** that made VAKTEC the first and only Russian member of the European Association of Machine Tool Merchants.