

ARTEM BUNCHUK

RESEARCH, STRATEGY &
OPERATIONS

CONTACT

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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.
 - **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.

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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.