

ARTEM BUNCHUK

CONTACT

+44 (0) 7500 888836
artem.cheshire@gmail.com
London, NW11 8QL

SKILLS

Leadership & Strategy:

- Project & Roadmap Management
- Client Management
- Risk Assessment
- Budget Planning
- Team Building
- Wargaming
- Crisis Management

Technical & Data Skills

- Programming: C#, Python, R, SQL, Rust
- Data : Cloud Computing, Data Visualization, Statistical Analysis, Machine Learning, SPSS

Research & Analysis

- Research Methods: Neuromapping, Experimental Design, Focus Group Moderation, Interviewing
- Testing & Optimization: A/B Testing, Survey Design, Psychometric Design

Creative & Media

- Content Creation: Premier Pro, Photoshop, DaVinci Resolve, After Effects
- Copywriting
- Game Design: Unity, Phaser

EDUCATION

MSc. Advanced Neuroimaging

University College London
2015-2016

BSc Physics with Philosophy

University of Manchester
2012-2015

LANGUAGES

English
Russian

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.

WORK EXPERIENCE

Head of Operations

Fanbox 07/2023-Present

- Oversaw operations in a multi-departmental setting, accountable for a workforce of 41, including full-time, part-time, and freelance staff, reporting directly to the company founders.
- Led a strategic restructuring, forming three new departments, reducing overtime by 20% and increasing employee satisfaction by 15%.
- Built the Content Department and enhanced FanBox's digital presence, executing B2B and B2C strategies through YouTube, LinkedIn, and newsletters, which opened conversations with two new prospects.
- Automated freelancer management, cutting invoice payment time from 21 to 5 days.
- Co-created a revenue model and LTIP strategy, aligning with company performance and shareholder value.
- Launched a 'cinema ticket' benefit, boosting industry engagement and insight.
- Initiated 'Tech Grooming Tuesdays,' reducing development backlog by 22% in three months and speeding up issue resolution by 28%.
- Conducted an operational and strategic risk assessment, strengthening company resilience.

Head of Research, Insights & Audience Activation

Fanbox 07/2021-07/2023

- Led a growing interdisciplinary team of 8, responsible for audience growth, data analytics, and psychometric research.
- Directed R&D in neuromarketing, including 'deepfake' trailer testing, contributing to the launch of the Popcorn event platform.
- Built and automated the 'Popcorn Movie Database' by scraping over 10k films and merging 120k behavioral profiles, enhancing audience insights and content personalization.
- Created a 'Movie Dimensions' taxonomy through automated linguistic analysis of 13 million film reviews.
- Developed a Bayesian-based predictive analytics tool, integrating multiple data sources for refined user profiling and market forecasts.
- Formulated a multi-source data acquisition strategy for B2B products, incorporating API integrations and partnerships.
- Orchestrated an audience acquisition strategy, collaborating with film-focused influencers to grow the subscriber base from 5k to 120k.
- Addressed industry challenges in kids and parents research by launching the 'Young Filmmakers' initiative, improving family-sector engagement.
- Implemented data handling measures compliant with GDPR, CCPA, and COPPA, ensuring international data security standards.

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INTERESTS

Culinary Blogging

- Developing a web-show that dives into the evolution of recipes against the backdrop of political events and cultural phenomena, featuring stories of adaptation from friends who have moved to London.

Political Writing

- Freelance contributions to political conferences and magazines, with articles exploring intricate global issues such as corruption, human rights violations, and energy insecurity in various geopolitical contexts.

Dungeons & Dragons:

- Embracing the role of Dungeon Master, as the creator of worlds and destroyer of hope.

REFERENCES

Richard Summers
CSO/Founder - Fanbox

+44 (0) 7454 965028

richard@fanbox.love

Dave Evans
CTO - Fanbox

+44 (0) 7799 130849

dave.e.evans@gmail.com

Prof. Marjan Jahanshahi
Head of Laboratory - UCL

+44 (0)20 7679 2000

m.jahanshahi@ucl.ac.uk

WORK EXPERIENCE CONT.

Head of Project Delivery - Universal Pictures (UP)

Fanbox

07/2020-07/2021

- Oversaw Universal Pictures' pivotal account, directly responsible for generating \$2 million in annual revenue, managing budget, resources, and timelines.
- Negotiated project scopes and contracts to ensure optimal account profitability, quality compliance, and client satisfaction.
- Devised multi-tiered strategies for Universal Pictures, expanding from initial creative testing to include media buying and psychographic audience insights, ultimately tripling the account value.
- Developed a 'Creative Toolkit' for versatile short-form digital assets, which became the cornerstone product for new studio engagements.
- Facilitated transformative workshops for Universal Pictures stakeholders, leading to a significant shift in internal thinking and language.
- Conducted market research and proposed a business plan for expansion into the video game industry; while not adopted, key elements served as a blueprint for the development of the flagship movie platform.

Strategy Consultant

Fanbox

07/2019-06/2020

- Managed 30+ multimethod research projects across diverse sectors, synthesizing complex data into clear narratives for stakeholders.
- Developed psychometric interactions and digital campaigns in the music and film industries, while also working on a pro-bono product for NHS Foundation Trusts during the Covid-19 pandemic.
- Led R&D projects focused on platform innovation, including a "Face Swap" feature using machine learning and automatic rotoscope.
- Implemented software tools like "Trello" or automated transcription to streamline operations and cut task completion time from days to hours.
- Conducted focus groups, interviews, and neuroimaging studies to gather ethnographic and neuropsychological data.

Freelance Lead Research Consultant

Foundation for Integrity & Sports

10/2018-06/2019

- Conducted research on FIFA corruption and human rights violations, authoring papers and maintaining social media presence for a conference.

Freelance Research Consultant

Qatar Global Security & Stability Conference

03/2018-08/2018

- Conducted research and interviews, contributing to conference materials and assisting in the selection of speakers and guests.

Head Bartender

The Gilbert Scott (Marcus Wareing Group)

07/2017-04/2018

- Managed customer service and bar operations, while also training new staff and contributing to professional development initiatives.

International Business Development Executive

VAKTEC

10/2016-05/2017

- Managed international partnerships and conducted market research to drive business modernization and growth.

Barback to Head Bartender

Various Locations

2011-2016

- Progressed from Barback to Head Bartender across multiple venues, excelling in fast-paced settings. Responsibilities included staff support, inventory management, client service and drink preparation.