# Artur Kochetkov

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# Objective

Results-driven Data Engineer Manager and Applied AI/ML Scientist with 10+ years of experience leading data engineering teams, optimizing marketing performance, and enhancing decision-making through advanced data pipelines and analytics. Proven ability to increase marketing ROI, reduce costs, and build scalable data infrastructure, driving business growth.

# Core Competencies & Technical Skills

- **Programming & Analytics:** Python (Data Analysis, Machine Learning ,Pandas, PyTorch, TensorFlow, Scikit-learn), SQL (Marketing Data Pipelines, Campaign Tracking),
- **Visualization & BI Tools:** Tableau, Power BI (Campaign Reporting, ROI Analysis), Looker, Data Studio, Google Sheet, Excel
- **Data Engineering:** Snowflake, BigQuery, DBT, Apache Spark, Hadoop, Rundeck, Airflow, Fivetran, Bitbucket, GitHub, Kafka, Flutter
- **Marketing & Business Intelligence:** Marketing Attribution Models, ROI Optimization, A/B Testing, Customer Segmentation, Data Mining, GA4
- **Project Management & Optimization:** Pipeline Automation, ETL Processes, Forecast Modeling, Decision Support Systems, CI/CD, Agile, Warehouse optimization, Data modelling

# Professional Experience

### Lead Data Engineer
**Upwork – October 2022 – Present, Remote, TX**

- Managed a team of **5 engineers**, optimizing marketing data pipelines and improving analytics capabilities, reducing query execution time by **40%**. Worked as a cross-functional leader to support multiple branches of the business
- Increased **marketing ROI by 20%** by enhancing the existing data mart and developing new attribution models for campaign analysis. New data modeling schemas created and optimized shaped companies KPI
- Collaborated with product and data science teams to launch ML-powered keyword clustering and user segmentation tools.
- Automated reporting and forecasting processes, reducing manual data processing by **50%** and improving accuracy. Managed over 50+ data pipelines using Rundeck and Airflow

- Built **denormalized data structures in Snowflake**, streamlining reporting for real-time insights and marketing campaign support. Used over **100+** connectors to ingest data into data warehouse ensuring data quality checks
- Drove $4M+ annual savings by enhancing campaign attribution and conversion prediction models.

## *Director Of Business Intelligence*
**proGroupX – July 2021 – October 2022, Long Beach, CA**

- Restored and modernized the **BI platform**, achieving **100% visibility** into the full marketing funnel and enabling real-time campaign tracking.
- Reduced **production costs by 40%** through data-driven optimization of marketing expenditures and resource allocation.
- Developed **predictive models** to enhance marketing spend efficiency, increasing **conversion rates by 15%**.
- Led a team of **7 analysts**, implementing KPI dashboards that improved decision-making efficiency by **30%**.

## *Head Of Social Analytics*
**Alibaba Group - Aliexpress, October 2019 – July 2021**

- Managed a team of **10 analysts**, developing an internal portal for **real-time social media marketing insights**, increasing data accessibility by **60%**.
- Boosted **LTV of new buyers from social channels by 38%** through optimized campaign strategies.
- Developed machine learning models for **customer segmentation**, improving ad targeting precision by **25%**.
- Built a customer feedback analyzer using multilingual LLM embeddings to extract actionable insights from reviews across regions.
- Launched a **multi-platform mini-app**, generating a **new revenue stream** and increasing platform engagement.
- Managed social e-commerce platform by increasing productivity of a new bargain channels that allow to bring 2.5 free users per purchase.
- Managed Live Streams Domain, creating full funnel scope and provide deep insights, making the highest ACV from any domain

## *Data Analyst*
**TSUM , Moscow, Russia, April 2019 - September 2019**

- Conducted **market research and sales analysis**, improving revenue forecasting accuracy by **20%**.
- Automated inventory management reports using **SQL and OLAP**, reducing manual workload by **30%**.
- Designed sales plans for retail stores, optimizing pricing strategies and increasing sales by **10%**.

*Financial Analyst*
**Floral Supply Syndicate, Camarillo, CA, February 2015 - October 2015**

- Developed financial models to track revenue and expenses, improving forecasting accuracy by **15%**.
- Conducted business performance analysis, reducing operational costs by **12%** through data-driven recommendations.
- Built **automated financial reports in Tableau**, improving executive decision-making speed by **25%**.

# Projects & Open-Source Contributions

- **Custom Image Recognition Model:** Trained a deep learning model on **1,000+ images per object**, enabling accurate image classification and description.
- **KNN-Based Classification Model:** Designed a fraud detection model utilizing object dimensions and colors, improving detection rates by **30%**.
- **Car & House Price Prediction Models:** Built regression-based models, achieving **95%+ accuracy** in price predictions.
- **Data Wrangler for Missing Data Optimization:** Automated dataset cleansing and feature engineering, reducing missing data impact by **40%**.
- **SQL Bot Ban Attribution Model:** Designed an attribution model detecting bot behavior in email campaigns, increasing fraud detection rates by **35%**.

# Education

- **Graduate Courses in Data Science & Machine Learning** | Mail.ru MADE Big Data Academy (2020 - Present)
- **Python for Everybody** | University of Michigan, Coursera (2019)
- **B.S. in Business Administration & Management** | California State University, Camarillo, CA (2015)
- **B.S. in Business Administration & Management** | Campbellsville University, KY (2014)
- **A.A. in Liberal Arts - Transfer Degree** | Cuesta College, CA (2012)