

CV Domozhakov-Liarskii

General Info

Name: Artemy Domozhakov-Liarskii

Born: 1989

Place of residence: Moscow

Education: Semiconductor Physics, Novosibirsk State University (2006-2010)

Languages: Russian (native), English (advanced)

Field: Strategy and Content

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Social: [LinkedIn](#)

What do I do

I work with people, teams, products and technologies that transform existing markets, or create new ones, to help them find the right voice for the right audience and get heard.

I get most excited by complex, one-of-a-kind challenges that could not be approached by common solutions, or “best practices”. Depending on the ultimate goal, I’m comfortable with:

- Locking myself in the office for couple months to produce a [market snapshot](#) read by more than 10k people.
- Communing with developers during and [industry-wide event](#), and digesting the received information into market insights and action points for the product team.
- Giving a talk in front of a multi-national audience at a conference [in Minsk](#) and Kiev (video coming soon).
- Writing [few lines of code](#) to scrap several thousands developers’ emails from GitHub in an hour.
- Teaming up with contractors to accomplish any specific task, such as producing a video, guest article, or a web-site.

Selected Projects and Clients

Fluence Labs (Nov 2017 - Oct 2019) – an open protocol for a peer-2-peer network with a decentralized cloud on top of it

Position: Marketing Lead

- Conducted and produced the DApp Developer Survey: a comprehensive research on the decentralized applications that [got 10k views, mentioned in the media](#) (VentureBeat, Hackernoon, etc.), and by the community leaders.
- Non-technical content, landing page, and key visuals for the Decentralized Developer Hackathon. More than 70 participants (almost 50% conversion rate from registrations to attendees).
- Content for promos and bounty campaigns.
- Managed company blog: content creation and publication.
- Designed the coolest merch in the space: We've got you covered.

MTS E-sports (Jan 2018 - March 2018) – WASD.tv streaming platform

Position: Marketing Lead

- Sometimes you fail, but that's ok as long as you keep going.

Improve Group (Aug 2015 - Oct 2017) – outsource mobile and server applications development focused on fin tech

Position: Copywriter -> Head of Marketing

- Started with content projects, took over the marketing department it a year.
- Set up a new sales processes (in conjunction with consultancy agency), developed a SalesGuide for the sales managers — an artefact that defines of a successful sale and helps to achieve it.
- Inspired and managed a “Mobile Analytics” project: a way to offer new services for the clients and achieve a deeper level of integration with the client's business.
- Shared expertise and knowledge through a series of in-house master-classes on creative problem solving ([TRIZ](#))

OCSiAI (Sep 2014 - Apr 2015) – graphene nanotubes production on an industrial scale

Position: Communications Manager

- Oversaw communications: press-releases, social media, investor pitches and product presentations.

- Helped develop a “Single wall carbon nanotubes for R&D” programme aimed at research institutions and R&D departments. The goal was to familiarise target audiences with the product and increase the number of independent scientific publications on the matter.
- Drastically improved the production times and costs of the printed materials (brochures, labels, product presentations, packaging) by building an in-house design team.

WOW Digital Agency (Sep 2013 - June 2014) – digital and SMM

Position: Creator/Copywriter

- CrossProduction website: concept development and creative direction. As a result, “Special Mention” granted by the Awwwards (“site of the day” went to Pharell Williams’ 24 hours Happy music video website).