Artyom Chekmasov

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MARKETING DIRECTOR | B2B & B2C, ECOMMERCE, MULTI-LOCATION & PRODUCT MARKETING

Marketing leader with 10+ years across product marketing, brand, SEO/AEO, paid media and lead generation for B2B and B2C companies, from enterprise manufacturers to ecommerce and multi-location service firms. Raised visitor-to-lead conversion by more than 40% at a 27-location law firm, has directed budgets up to $350K, and builds AI-powered workflows that let small teams do more.

Professional Skills

- **Strategy & leadership:** Go-to-market strategy · Product positioning & messaging · Persona development · Competitive positioning · Cross-functional team leadership · Agency & vendor management · Budget management ($350K)
- **Search & paid media:** SEO & AEO strategy (AI answer visibility) · Technical SEO audits & vendor direction · Local SEO & Google Business Profile · Google LSA · Google Ads · Microsoft Ads · Meta Ads · Google Merchant Center · ROAS & attribution · Reputation management · Conversion optimization
- **Ecommerce, email & web:** Shopify · Attentive (email & SMS) · Segmentation & A/B testing · Yotpo · Salsify · Landing pages · Customer journey
- **Analytics & ops:** Lead attribution & call tracking · GA4 · Google Search Console · Ahrefs · HubSpot · KPI scorecards & executive dashboards · Wrike · Asana
- **Creative & AI:** Brand identity systems · Adobe Creative Suite · Claude & Claude Code · ChatGPT · Microsoft Copilot · AI agent workflows

Professional Experience

Marketing Manager, Fresh Water Systems, Greenville, SC | September 2026 – Present

- Lead marketing for a 35-year B2B/B2C water treatment retailer on Shopify across four brands (Fresh Water Systems, North American Rain Systems, neoSupply and Arbor Nation), covering SEO, paid media, email, SMS, social, reviews and the website.
- Audited a ~$30K/week Google, Microsoft and Meta Ads program run by a 10-year agency partner, and set up a Shopify-based paid ROAS (last-click paid sales ÷ spend including the agency's fee), reported weekly so results match leadership's numbers; restarted offline order and profit conversion uploads.
- Wrote and lead a three-phase organic growth plan (SEO, AEO and customer journey) to offset lower ad spend: site cleanup and a blog refresh, collection and product page optimization based on competitor research, and new B2B industry pages for pharmacies, schools, labs and hospitality.
- Turned an Ahrefs site audit into a prioritized technical SEO roadmap with IT and the web agency: consolidated product schema, removed duplicate review markup, and built a repeatable fix manual.
- Modernizing an ~84K-subscriber email and SMS program with a weekly single-product spotlight email, a ~20K well-owner segment and persona-based messaging.
- Built a weekly traction scorecard and leadership reports, designed an Asana intake workflow by brand, coach the marketing coordinator in SEO, and am piloting a team of Claude AI agents for SEO/AEO and email.

Marketing Director, King Law Offices, Spartanburg, SC (Hybrid) | January 2026 – August 2026

- Raised visitor-to-lead conversion by more than 40% (about 1.6% to 2.2%), growing qualified leads from 380–400 to 400–450 MQLs a month while website traffic went from 25,000 to 19,000 monthly users.
- Owned marketing strategy and brand for a 27-location law firm, directing a $350K annual budget across paid media, marketing technology, staff and agency partners.
- Led an agency review and replaced the incumbent agency with a partner better aligned to the firm's growth goals and accountability standards.
- Directed a full website redesign focused on lead generation, and built executive dashboards giving leadership real-time visibility into marketing and lead activity.
- Implemented lead attribution and call tracking, and optimized the HubSpot funnel and sales handoff so the team could prioritize higher-intent leads.
- Launched a reputation program across all 27 offices, growing Google reviews from 1–2 to 10–25 per office per month; oversaw local SEO, Google LSA, content and social.
- Coached the social media specialist, growing average Facebook Reel views from 200–300 to 600–1,200.
- Used Claude daily for reporting, creative, competitive analysis and planning, reducing reliance on outside agencies.

Sr. Marketing Professional, Current Lighting, Remote | January 2024 – November 2025

- Led product marketing for the Controls division (NX Controls, Daintree) and three commercial lighting brands, partnering with product, engineering and sales on 6–10 product launches a year.
- Conceived and launched Controls Simplified, a portfolio-wide repositioning that changed how lighting controls were marketed and increased product adoption.
- Built persona-based go-to-market content and sales enablement for contractors, specifiers and distributors, including brochures, spec sheets and trade show materials.
- Managed multiple concurrent multi-brand campaigns end to end in Wrike: resource planning, timelines and stakeholder alignment.
- Brought ChatGPT, Microsoft Copilot and Smartcat into content workflows to cut turnaround time and support multi-language marketing.
- Mentored new hires and stepped in as team lead during high-volume periods to keep priority launches on schedule.

Marketing Professional, Current Lighting (formerly Hubbell), Remote | February 2022 – January 2024

- Built brand identity systems and style guides for seven brands, including NX Lighting Controls, GE Lamps and Beacon Lighting.
- Led design and production of the GE Lamps catalog, a 100+ page reference covering 700+ products that drew 5,000+ requests for printed copies.
- Managed a contractor team through the full rebrand of Hubbell to Current Lighting, hitting every project deadline.

Marketing Specialist, Hubbell, Greenville, SC | May 2016 – February 2022

- Turned technical product specifications into marketing materials, packaging and trade show collateral for contractor, specifier and distributor audiences, working closely with product and engineering teams.

Education

Western Governors University | Coursework in Business Management