ARTEMI BELASH

Brand & Growth Marketer · Creative Designer

Batumi, Georgia · Remote-first · Open to travel
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PROFILE

Marketing and creative specialist with 5 years building brands for F&B and retail. A rare hybrid: I develop marketing strategy and produce the design, content, and campaigns in-house — no agency handoff, faster iteration, lower cost. I combine consumer-psychology insight with AI-assisted creative production (Midjourney, Flux, prompt engineering) to test hypotheses and ship assets quickly. Self-employed (IE), available for remote B2B contracts worldwide.

CORE COMPETENCIES

- **Brand & Identity —** logo, brand books, packaging, merch, rebranding & redesign.
- **Growth & SMM —** full-cycle social, content strategy, copywriting, Meta Ads, community.
- **Creative Production —** photo/video, ad creatives, print & outdoor, web graphics.
- **Marketing Ops & Analytics —** ROI/CTR/conversion tracking, channel optimization, POS & loyalty, delivery integrations.
- **AI Workflows —** generative creative, rapid prototyping, prompt engineering.

EXPERIENCE

Maximus Brewery (incl. consumer brand Zgva Ludi) — Batumi, Georgia
Marketing Specialist / Designer / Technical Manager · Dec 2021 – Oct 2026

Owned marketing, brand, and creative for a brewery and its retail network; ran SMM and marketing for Zgva Ludi and content for Maximus Pub.

- Developed and executed integrated marketing strategy: market, audience, and competitor analysis, channel selection, campaign planning, and performance review.
- Ran full-cycle SMM for the existing Zgva Ludi brand (unfinished template) — Facebook & Instagram content, copywriting, scheduling, community, and Meta Ads; later took over broader marketing and refreshed the logo with a volumetric look.
- Ran Maximus Pub pages — content processing: retouching and preparing photo/menu content for social.
- Created identities from scratch — Buffalo Meat Snacks (logo, packaging, print, motion) and Vaio Resort (22-page brand book, menus, collateral); led rebranding and redesign.
- Produced digital and print creative — Meta Ads assets, website graphics, banners, brochures, posters, stands, magazine layouts; shot and edited photo/video.
- Tracked ROI, CTR, and conversion rates and reallocated channel mix based on performance data.
- Configured POS and digital loyalty (Poster POS, Syrve, Passsquare), integrated delivery aggregators, and trained retail staff.
- Evaluated incoming partnership proposals and negotiated collaborations.

EDUCATION

Batumi Shota Rustaveli State University — Psychology (2016–2020, incomplete)
Faculty of Law & Social Sciences. Behavioral and social psychology coursework applied to consumer behavior and retention.

LANGUAGES & TOOLS

Languages: Russian (native) · Georgian (C2) · English (B2)

Tools: Adobe Photoshop · Illustrator · PowerPoint · Midjourney · Flux · Meta Ads Manager · Poster POS · Syrve · Passquare

ENGAGEMENT

Self-employed (IE), Georgia. Remote B2B contracts worldwide; open to travel and on-site collaboration. References available on request.