

Alexander Brusnitsyn

Marketing and digital products · Financial modelling

Moscow / Dubai · alexanderteerth@gmail.com · +7 985 440-21-24 · Telegram @t66rth · brusnitsyn.com

SELECTED ACHIEVEMENTS

- Won **1st place at the Runet Rating 2024** for the Chukotka investment portal, ahead of 28 other entrants including the website of the Russian Ministry of Finance, five months after taking the project over at mock-up stage.
- Condensed **200+ legal acts into an 88-card catalogue** of state support measures and a Telegram bot, approved by the vice-governor of Chukotka; grew the catalogue from 45 cards to 88.
- Co-founded and shipped a working **music-tech platform** that carries an independent artist from intake form to release: contract generation, two-sided electronic signature, payments, delivery to streaming services and a web CRM for the team - built with a team of two and now preparing for commercial launch.

EXPERIENCE

Chukotka Development Fund

Aug 2024 - present

Specialist, Public-Private Partnership Development Directorate · Department of Economy and Investment

- Took the regional investment portal from mock-up to public launch in three languages, coordinating the development team; the portal won its category at the Runet Rating 2024.
- Delivered the 2025 regional marketing strategy plan in full and designed a multichannel investor campaign - outdoor LED, premium direct mail, display with UTM, business media - with an OTS, CPM and cost-per-lead model behind every channel.
- Ran targeted email campaigns to decision makers from the Forbes and RBC-500 lists on behalf of the governor, reaching a **36% open rate**.
- Rewrote 13 investor-to-government procedures from legal text into flow charts with a deadline on every stage, and built monthly analytics dashboards across four regional digital resources.
- Authored 18 investment passports - market, competition, cost estimate, financial model and state support - for the regional Investment Niches series.

Music-tech platform

2025 - present

Co-founder · product, legal and data protection, financial model

- Designed and shipped the full artist path: intake, documents, contract generation, two-sided electronic signature, payment, release to streaming services, plus a web CRM for the team.
- Built the data-protection layer: AES column encryption for personal data, SHA-256 contract integrity and two-sided e-signature compliant with Russian data-protection and e-signature law.
- Built a 24-month financial model in three scenarios covering unit economics, break-even and the path to operating profit. The product is built and preparing for commercial launch.

EDUCATION

Plekhanov University in Dubai - MSc Digital Business

2026 - present

Full-time, taught in English

Plekhanov Russian University of Economics - MSc Marketing Management

2025 - 2027

Big Data, analytics and technology. Full-time, Moscow. Research: Big Data in label marketing

Plekhanov Russian University of Economics - BSc Management, Marketing

2021 - 2025

Russian-English programme. Thesis graded excellent, 94/100, deployed in the regional digital infrastructure

SKILLS

MARKETING	Media planning with OTS, CPM and cost-per-lead models · direct mail · end-to-end analytics with UTM · go-to-market strategy
PRODUCT	UX/UI in Figma · writing specifications for developers · Python, FastAPI, PostgreSQL, Docker · Telegram Bot API
FINANCE	Financial modelling · unit economics · P&L and cash flow · capital and operating expenditure planning
AI	Shipping production software with Claude Code and other LLM tooling
LANGUAGES	Russian - native · English - B2+

Work and documents: brusnitsyn.com · Live projects: chukotka-invest.ru · References available on request.