

# Artem Dyachuk

Technical Product Manager | Full-Stack Developer | Strategic Leader

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## SUMMARY

Product Manager, 3+ yrs product leadership & 10+ yrs web dev background, driving strategy for \$1B+ revenue platforms. Architected solution avoiding \$300K hardware costs, delivered projects 30% under budget (\$75K saved) & grew engagement 40%. Skilled in product lifecycle, cross-functional leadership & modern tech.

## CORE COMPETENCIES

**Product Leadership:** Product Vision & Strategy, Roadmap Planning & Execution, Agile/Scrum Methodologies, Data-Driven Decisions, User Experience (UX) & A/B Testing, Product-Led Growth (PLG), Go-to-Market Strategy.

**Technical Expertise:** JavaScript, Node.js, React, Next.js, REST APIs, MongoDB, System Architecture.

**Execution & Stakeholder Management:** Cross-Functional Team Leadership, Stakeholder & Executive Communication, Budget & Resource Management, Project Management (JIRA), Analytics (GA4), CRM (HubSpot).

## PROFESSIONAL EXPERIENCE

**Brightland Homes** - Addison, TX

**Technical Product Manager** | Feb 2023 - Present

Led product strategy and Agile delivery for web platforms vital to \$1B+ annual revenue, driving UX improvements and cross-functional alignment.

- Cut annual costs \$50K (Google Maps API) & delivered CMS/website 30% under budget (saved \$75K)
- Spearheaded full lifecycle of enterprise CMS & websites, boosting user engagement 40%, increasing lead generation by 10%, and significantly improving Lighthouse scores (16 to 80-99)
- Owned product roadmap for CMS and sales tools, prioritizing features using KPIs, data analysis, and stakeholder input to enhance UX and marketing team efficiency.
- Engineered robust API integrations (e.g., HubSpot, Zillow, Google Ads) for automated inventory/lead flow and optimized MongoDB queries, reducing related CMS costs by \$3,000 annually.
- Tracked KPIs & delivered data-driven executive reports, aligning tech solutions with business strategy.

**Web Specialist** | Oct 2020 - Feb 2023

Led end-to-end dev of web/marketing tools (Node.js, Next.js), improving sales and ops efficiency.

- Spearheaded a TV signage platform transformation, architecting a solution that avoided \$300K in hardware costs while enhancing sales team capabilities.
- Drove \$45K+ savings via in-house initiatives: reduced vendor dependency & optimized HubSpot rollout.
- Developed foundational software, automating Zillow/Realtor.com APIs & building custom HubSpot/Duda CMS tools to boost lead quality, efficiency, & marketing attribution.

**NewBlue Inc.** - San Diego, CA

**Digital Marketing Web Developer** | Feb 2019 - Oct 2020

Enhanced website & email marketing (15% fewer site errors, 12% CTR, A/B-driven conversion uplift, 40% email engagement via Mailchimp/VWO) & sped project delivery 10% via WordPress dev & workflow streamlining.

**Avacomtech Inc. & Ufeelgood LLC**

**E-Commerce Manager** | Jul 2015 - 2019

Drove 259% sales growth in 3 months (Avacomtech) by revamping Magento listings & UI/UX; expanded Ufeelgood sales to Amazon EU/eBay/Walmart, achieving 30% YoY revenue growth & 18% visibility boost (SEO)

## EDUCATION

**State University of Trade and Economics** - Kyiv, Ukraine

**Bachelor of Science in Economics and Management** | June 2016