Artur Kochetkov

Houston, TX · Remote, United States · kochetkovartur@gmail.com · (213) 774-5000
arturkochetkov.dev · linkedin.com/in/artur-kochetkov · github.com/artur115
Authorized to work in the United States. No sponsorship required.

SUMMARY

Data and AI engineering leader with 11 years in data, including Director and Head-level roles leading teams of 7 and 10. Since October 2022 at Upwork I have led data engineering on Snowflake and dbt: marketing pipelines, data-quality and reliability systems, and LLM-powered tooling that cut warehouse cost. A hands-on builder with management experience. Seeking a data engineering leadership or staff-level role, remote in the US or in Houston.

SKILLS

Leadership: hiring, team building, roadmaps, standards and code review, stakeholder and cost management
Technical: Snowflake, dbt, SQL, Python, Airflow, LLM-assisted tooling, data modeling, incremental pipelines, data quality and SLAs, event instrumentation, ETL/ELT, CI/CD, Git, Looker, Tableau

EXPERIENCE

Data Engineering Lead — Upwork, Remote

October 2022 – present

- Led an LLM-powered SQL optimization program across 4,000+ legacy queries, scoring each by data scanned and Snowflake credits and generating optimized versions, for six-figure monthly infrastructure savings.
- Led marketing data engineering with a team of 5 engineers and migrated Braze and related lifecycle feeds from legacy SQL jobs onto dbt staging models, views, tests, and incremental tables used for campaign reporting.
- Built the Snowflake models behind a platform reliability view: criticality tiers, freshness and uptime targets, and pipeline timing, so on-call and analytics can see which published tables are inside their SLA. Corrected an elapsed-time unit bug that was mis-stating those results.
- Moved data-quality checks onto dbt and fixed model configs so a dbt Fusion rollout could parse and ship, while production checks kept running.
- Kept marketplace business-event configuration consistent for core KPIs, including registration and hire, so product and finance reporting counted the same events.
- Led the v1 AI-assisted workflow that turns a product requirement into a reviewable event spec — event list, field schema, and a check against the KPI config — before engineering starts building.
- Added catalog metadata on published tables so analysts can find the dataset, the owner, and the grain without asking the pipeline author.

Director of Business Intelligence and Engineering — proGroupX, Long Beach, CA

July 2021 – October 2022

- Led a team of 7 analysts and engineers; hired, set the delivery process, and owned the BI and data platform.
- Rebuilt the BI platform for full-funnel marketing visibility and live campaign tracking.
- Built predictive models on marketing spend that improved conversion, and cut production cost through tighter spend allocation.

Head of Social Analytics — Alibaba Group (AliExpress), Los Angeles, CA

October 2019 – August 2021

- Led a team of 10 and an internal real-time performance portal for social marketing across regions.
- Increased lifetime value of new buyers from social channels by 38% through campaign strategy and customer segmentation.
- Shipped machine-learning segmentation for ad targeting and a multilingual review analyzer using LLM embeddings.
- Owned the data for live shopping and a social bargain channel, including the funnel from first touch through purchase.

Senior Analyst — TSUM Moscow
April 2019 – September 2019

- Sales analysis, revenue forecasting, and store sales plans. Automated inventory reporting in SQL and OLAP.

Product Data Manager and Business Development — Lazurit & K
October 2015 – September 2019

- Promoted in 2017 to oversee locations. Opened the company's first profitable Moscow retail store in 19 years. Revenue from 2017 to 2018 was over $1 million.
- Consolidated inventory, accounting, and CRM onto one system and launched the wholesale and retail site on top of it.

Financial Analyst — Floral Supply Syndicate, Camarillo, CA
February 2015 – October 2015

- Financial models for revenue and cost, plus automated executive reports in Tableau.

PROJECTS

Pillwave — iPhone app for medication reminders with family check-ins, built end to end: Expo and React Native, offline-first SQLite, Supabase sync with row-level security, and a site on Cloudflare. Pre-launch with a public waitlist.

social-commerce-ltv — GA4-style social-commerce data in DuckDB: six attribution models including Markov, a 180-day LTV model from first-30-day behaviour, and a CUPED-measured experiment that raises repeat purchases.

marketing-data-reliability — dbt project for a marketing lifecycle with SLA tiers, freshness scoring, model contracts, and an incremental-parity check in CI.

EDUCATION

B.S. Business Administration, California State University Channel Islands, 2015

CERTIFICATIONS

Data Engineering, Big Data, and Machine Learning on Google Cloud, Coursera specialization, 2022
ETL and Data Pipelines with Shell, Airflow, and Kafka, Coursera, 2022