ANDREW ARCHET KUZNETSOV

Editor, Writer, Scriptwriter, Game Designer, Lecturer

35 years old, Haifa

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EDUCATION

Pedagogical Education.
SPbU

LANGUAGES

- Русский
- English (C1)
- Любой

ABOUT ME

Over 15 years in the media. Polymath. Expert in **scriptwriting, advertising, journalistic investigations, and game design**.

In addition, I work as a consulting marketer. Resilient, negotiable, able to read complex words and write clear. Known as a poet, creative professional, and lecturer to millions of people. Awards and achievements are detailed on the second page. Work experience is also there.

I WORKED WITH:

SKILLS

Text

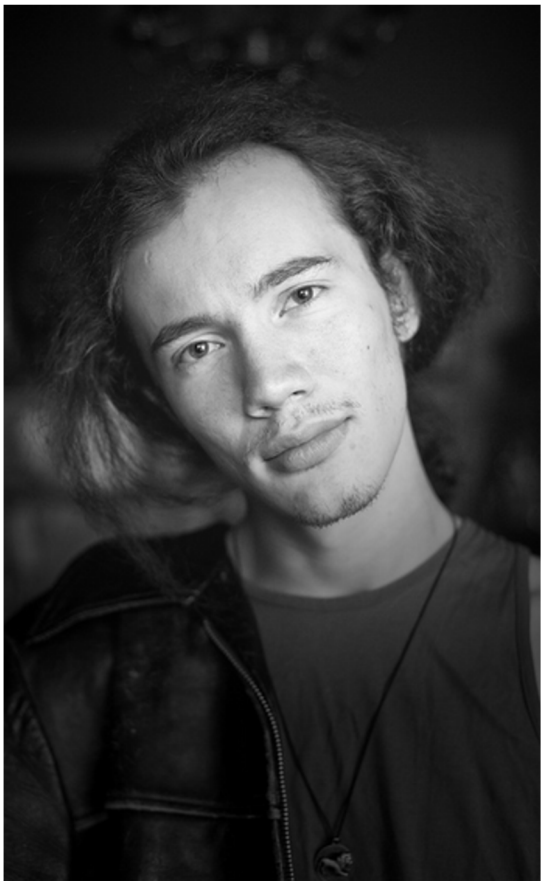
Analytics and Synthesis

Web Design

Creativity

Media, Video, Audio

PR, SEO, Marketing



FREELANCE AND SELF-EMPLOYMENT

- Created a large charitable project called "TraumaBot" focusing on military trauma.
- Renowned poet and writer with 6 albums, 3 books, tours across multiple countries, an audience of about 77,000 subscribers, and approximately 10 million readers.
- Developed, conducted, advertised, and sold 5 video courses: poetic, writing, social media marketing (SMM), copywriting, and a course for investigative journalists. Freelancing and self-employment.

EXPERIENCE

Digital Rorensics Corp. Editor in Chief 2025

The head office was located in Cleveland, Ohio. I was responsible for building an editorial team, editing texts, SEO optimization, working with neural networks (text, video, images), writing scripts, managing an international team, and running independent projects.

News Media – EiC, UX/UI, SMM 2019-24

– Increased the growth of supervised channels by 300,000 subscribers. Conducted several criminal investigations, including gonzo journalism. Prepared thousands of news stories. Co-led a team of 40 people. Developed advertising for brands such as Yandex, OZON, 2GIS, XIAOMI, YOTA, MTS, Russian Railways (RZD), Gazprom, Rosseti, VKontakte, etc. Created integration websites from scratch.

"GAZPROM NEFT" – Proofreader 2022-25

– Increased sales for the largest importer of optics and filming equipment from China to Russia by preparing advertising videos (script, storyboards, references, personnel coordination) and directing shoots.

Falcon Eyes, Green Bean, and Veber – Advertising Specialist 2020-22

– Increased sales for the largest importer of optics and filming equipment from China to Russia by preparing advertising videos (script, storyboards, references, personnel coordination) and directing shoots.

"STM" - Game designer, scriptwriter 2013-16

Wrote in-game texts for the steampunk wargame Steam Squad, created lore based on technical descriptions and designed levels in Unity. Directed voice acting and collaborated with a composer. Later worked as a game designer on several games, including board games, under NDA. Also wrote lore for the browser game dozory.ru, and managed the game's main page.

IN ADDITION:

- Awarded the "Listen" Poetry Prize (a street was named after me as part of the prize).
- Named the Best Young Journalist in Northwest Russia by the St. Petersburg Union of Journalists, receiving the "Challenge" Award.
- Winner of the "VKontakte" Writers' Contest, 1st place.
- Presented at festivals such as "Nashestvie" and "VK Fest." Delivered lectures at TEDx and at the Moscow Institute of Physics and Technology (MIPT).
- Directed and hosted the largest contemporary poetry festival in Russia, "Poetry Day."
- Consulted crowdfunding projects and managed them in two languages, achieving success.
- Lecture on viral text research and scriptwriting.
- Host a podcast called "Ratsionarchet" about rational thinking.

Polymath

- Quick to learn and adept at using tools from multiple fields simultaneously.
- Enjoys and excels at multitasking, ensuring that work processes intersect and complement each other for mutual benefit.

sir-archet.ru

Miscellaneous

Translator

I can do artistic translations from English to Russian. I'm a linguist and have a hobby interest in philology.

Cyberpunk

I work with various neural networks (as an enthusiast) including Midjourney, Open AI's GPT, and Stable diffusion professionally. I can create simple bots on Telegram. Have a basic understanding of programming, particularly interested in Arduino.

Audio

Can do voiceover work, speech articulation, and audio manipulation (recording, mixing, editing, restoration, transcription, cleaning) primarily using Adobe Audition.

Web designer

Can create medium-complexity websites from scratch including auditing, design, SEO, and responsive design.

Leader

Vast experience in task delegation and workflow optimization, from camp counseling to organizing festivals, managing a hot news desk, and running their own editorial office.

Advertiser

Photography and videography. Lighting, color, prepress preparation, layout theory. Handling objections, PR, copywriting. Working with text exchanges, Google and Yandex Analytics, and big data. Enjoys analyzing, hypothesizing, and testing ideas. Advertiser.

Artist & lecturer

I play multiple musical instruments and can compose music. I'm good at writing poetry and prose. My quasi-scientific interests include viral information.

You've read up to here!

Wow! Since we are now acquainted more closely, here's a bonus fact about my resume: the overly long 'Creativity' scale on the first page - it's **not a formatting error.** I'm just showing off.