KOSTYA KARPOV | PROJECT & OPERATIONS LEAD

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SUMMARY

Project & Operations Lead with 10+ years of experience launching new products, business units, and cross-functional initiatives. Specialized in turning business goals into scalable operating models, workflows, and execution systems. Proven track record of building teams, aligning stakeholders, and delivering measurable business outcomes across AI, digital, and iGaming environments.

CORE SKILLS

Program & Project Management | Operations Management | Business Process Design | Workflow Architecture | Process Optimization | Cross-functional Leadership | Stakeholder Management | KPI & OKR | Business Analytics | AI Automation | Operational Reporting | MVP Development | Jira | Confluence Notion | Looker Studio | Mixpanel | Make | Zapier | API Integrations | AI-assisted Development

EXPERIENCE

PROGRAM LEAD, AI OPERATIONS
BetB2B | Top-3 Multi-market iGaming company | 2025–2026

- Built and scaled an AI content production unit, establishing team structure, workflows, quality standards, ownership models, and delivery processes across 10 GEOs.
- Launched and operationalized a VTuber engagement business unit in 2 months, covering operating model design, production workflows, content operations, and go-to-market.
- Coordinated product, engineering, CRM, analytics, marketing, and creative teams across 3 initiatives.
- Designed reporting and analytics frameworks connecting acquisition, retention, and revenue metrics to operational decision-making, supporting a portfolio of 2K FTD, 20K FT2-5, $4M+ GGR, 800K+ users.
- Implemented an LLM-powered CRM personalization system, automating communication workflows.
- Reduced operational overhead through process, workflow automation, and API integrations.

CO-FOUNDER & PRODUCT LEAD
MindUnite | Series A AI marketing startup | 2023-2024

- Designed an AI creative-testing product from discovery through MVP, defining the target customer, positioning, product logic, user journeys, scope, and requirements.
- Led MVP development across product, design, and engineering in 3 months.
- Created an evaluation framework for creative performance across the marketing funnel.
- Converted traditional focus-group research into a scalable digital workflow.
- Product testing results: CTR increased by 2%, CR increased by 1.5%, CPL decreased by $2.

CREATIVE DIRECTOR, ZAVTRA | Digital innovation agency | 2021–2023
Built production frameworks and GTM strategies, driving 40M+ organic media impressions at launch.

GROUP HEAD, RTA | Digital agency | 2019–2021
Annual revenue from the MIR from $0.2M to $2M and increased brand loyalty from 5% to 55%.

GROUP HEAD, TBWA | Global advertising network | 2016–2019
Built an internal digital department and introduced new production workflows, tools, and processes.

EDUCATION

Bachelor's Degree in Occupational Health and Safety | Russian State Social University, Moscow | 2005