Anatoly Koptev

AI Search & Growth Lead

San Francisco Bay Area

SUMMARY

Gets businesses found in Google and AI answers: took a one-man BMW shop from no online presence to 15 of 15 ChatGPT answers in a 15-question test (Nov 2026). Grew his own city guide to 672,801 Google Search clicks and, as Head of Marketing, a California consumer brand's site from about 900 to about 5,500 monthly users. 15+ years of hands-on SEO. Designs the architecture and directs AI coding agents, reviewing every change.

SELECTED RESULTS

15 of 15, first in 10 ChatGPT answers that named a BMW shop whose site he built. one-day 15-question test, Nov 2026.

672,801 Google Search clicks to piter.now, his own city guide. Source: Search Console, published on https://krolikmarketing.com; Jul 2025 to Nov 2026.

Just under 500 to about 1,100 to 9,223 monthly users Monthly users of a church website he took over. Source: Yandex Metrica; Nov 2021 to Nov 2024.

SKILLS

Search and marketing: AEO and GEO (AI-answer visibility), SEO, Google Search Console, Google Analytics, Bing index, IndexNow; growth, influencer and event marketing; PR

AI and agent tooling: AI agents; coding agents (Claude Code, Codex, Devin); MCP servers; CLI tools for AI agents; agent tooling; agent skills; large language models (LLM); speech recognition and voice synthesis; local and on-device AI

Web: Full-stack web applications; React, Next.js, TypeScript; Astro; Svelte; Payload CMS, Directus, WordPress

Spoken languages: Russian (native); English (professional working proficiency)

EXPERIENCE

Founder, Krolik Marketing

Feb 2023 – Present · Los Angeles, then San Francisco

- Got a one-man BMW shop named in 15 of 15 ChatGPT answers, first in 10 and twice above a dealership, in a one-day 15-question test (Nov 2026); built its site and Google Business Profile from no online presence.
- Within seven weeks of launch, ChatGPT sent the shop's site about as many visitors as Google Search did.
- Ran a gap analysis before building the shop's site: checked which questions AI answers covered without the shop, then built pages for each gap plus linked supporting pages (a topic cluster).
- Grew a church website from just under 500 to 9,223 monthly users (Nov 2021 to Nov 2024, Yandex Metrica).
- Drove $35K in sales for a blogger's online course in one Instagram launch on $3K of ad spend (11x).
- Doubled the course's average order value from $500 to $1,000 in that launch.
- Added schema.org structured data (AutoRepair, FAQPage, Service) and llms.txt to the shop's site.

Co-Founder, PITER.NOW

Jun 2011 – Present · Remote

- Grew piter.now, a St. Petersburg city guide he co-founded, to 672,801 Google Search clicks (Jul 2025 to Nov 2026).
- Built go-wp, a Go service with 33 tools that automates article production for two city-guide sites.
- Ran social content for the guide's VK and Facebook communities, about 278,000 followers (Nov 2026).
- Led an editorial team of three to five: briefed writers and editors and reviewed their work; now gives the same briefs to AI agents.

Head of Marketing, Mobility (a California consumer brand)

Feb 2023 – Oct 2024 · Contract · Los Angeles, CA

- Grew the brand's website from about 900 to about 5,500 monthly users through a move to a new domain.
- Built a marketplace of about 1,000 California retail stores on the brand's site, generating each store page from one template (programmatic SEO).
- Got many of those store listings to rank first in search for their area; some stores then reordered the brand's products several times a week.

Founder, OxFoundry (AI products)
Dec 2025 – Present · San Francisco Bay Area (remote)

– Built Vaelor, an Apache-2.0 MCP server with 35+ tools that give coding agents call graphs and blast-radius checks across 16 languages.
– Shipped 41 releases of OxSay, a local voice studio for the Mac (Apache-2.0), in 52 days; cut Russian word error rate from 1.46% to 0.97% on own evals.

Also

Video Producer 2020 – Present
Director of Event Operations, Deseract Music Festival 2022 – Mar 2025
Event Marketing and PR Director, Grand Bazar Conference May 2024 – Jun 2024
Founder and Festival Director, Royal Festival of Colours Feb 2012 – Oct 2015
Founder and CEO (General Director), CSN-PRO communication group Oct 2009 – Oct 2014

EDUCATION

BBA (business, management, marketing), Saint Petersburg State University of Finance and Economics, 2005 to 2009.

LINKS

koptev.me

CONTACT

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