Anatoly Koptev

Event & Field Marketing Lead

San Francisco Bay Area

SUMMARY

About 15 years in event production and PR. Drew 16,000+ attendees to Bubble City Festival on a $280 budget (2012) and about 33,500 to 7 Holi festivals in 4 cities, the first with no ad budget; ran the 2014 festival on about $130K and raised about $150K. In Los Angeles, drove a 2024 B2B conference to about 1,000 attendees through 50+ unpaid influencer placements and ran operations for an annual electronic music festival from 2022 to 2025. Drove $35K in course sales on $3K of ad spend; ran social content for about 278,000 followers.

SELECTED RESULTS

16,000+ Bubble City Festival attendance, on a $280 budget. 2012.

About $150K raised on a budget of about $130K 2014 Holi festival in St Petersburg, from tickets, sponsors and vendors. 2014.

7 festivals, 4 cities, about 33,500 in total Holi festivals produced in Russia, attendance in total. 2012 to 2015.

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

Video: Short-form video production; DaVinci Resolve hand-over; AI video editing

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

EXPERIENCE

Event Marketing and PR Director, Grand Bazar Conference

May 2024 – Jun 2024 · Part-time · Los Angeles, CA (on-site)

- Drove attendance to about 1,000 at a Russian-American B2B conference in Los Angeles.
- Secured 50+ unpaid influencer placements with bloggers of 50K to 2.5M followers.
- Built the speaker program: about 70 experts on 21 panels across five stages.
- Brought in three sponsors, beyond his PR role, and sold exhibitor and vendor placements to businesses.

Director of Event Operations, Deseract Music Festival

2022 – Mar 2025 · Seasonal · Los Angeles, CA (on-site)

- Ran operations for an annual Los Angeles electronic music festival from 2022 to 2025, as its site became a permanent venue for year-round techno shows, community events and seminars.
- Moved a festival night to a third venue within hours after the first cancelled and police shut the second; the show went ahead.

Founder and Festival Director, Royal Festival of Colours

Feb 2012 – Oct 2015 · Russia

- Produced 7 Holi festivals in 4 Russian cities, 2012 to 2015, about 33,500 attendees in total.
- Ran the 2014 St Petersburg festival on a budget of about $130K and raised about $150K from tickets, sponsors and vendors, reinvesting nearly all of it in the production.
- Grew the St Petersburg festival from about 3,500 (2012) to about 10,000 (2014), with Noize MC headlining.
- Drew about 3,500 people to the first festival with no advertising budget, on viral marketing and media coverage alone.
- Led a team of 50 for the 2014 festival through five direct leads, under a full plan he wrote himself.

Founder and CEO (General Director), CSN-PRO communication group

Oct 2009 – Oct 2014 · St. Petersburg

- Conceived and ran Bubble City Festival (2012): 16,000+ attendees on a $280 budget.
- Earned 1,000+ media mentions and 8 TV features for Bubble City, none paid.
- Drew about 12,000 people to the 11.11.11 sky-lantern launch with no ad spend; the last launch (8 March 2012) drew about 8,000.

Co-Founder, PITER.NOW

Jun 2011 – Present · Remote

– Ran social content for the guide's VK and Facebook communities, about 278,000 followers (Nov 2026).

– Reached 40,000+ event attendees since 2020.

– Ran an annual city event that drew about 1,000 people a day, 2017 to 2019.

Founder, Krolik Marketing

Feb 2023 – Present · Los Angeles, then San Francisco

– 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.

– Designed the launch funnel: Instagram content into a Telegram bot that led buyers through educational content to checkout.

Head of Marketing, Mobility (a California consumer brand)

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

– Prepared and worked the brand's booth at the industry's largest trade show (2023).

Also

Founder, OxFoundry (AI products) Dec 2025 – Present
Video Producer 2020 – Present

EDUCATION

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

LINKS

koptev.me

CONTACT

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