ELTJANI IDRES

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PROFESSIONAL SUMMARY

Community, growth and product lead with 9+ years across crypto, fintech and digital media. At Raseed Invest (DIFC-regulated trading platform), leads a team of four across content, design and SEO, runs the influencer program end to end, and led a full app revamp from stakeholder brief to launch. Lifted the app store rating from 2.5 to 4.6 and ran a referral campaign that brought 1,000 sign-ups in three days. As part-time Product Owner at Apollo, took an AI-powered marketing platform from a vibe-coded prototype to a fully owned stack and shipped two new products. Building a native mobile game solo (Troop Boom). Native Arabic, C1 English, strong grasp of trader psychology and GCC markets.

WORK EXPERIENCE

Senior Community Manager — Raseed Invest · Dubai, UAE Jul 2023 – Present

DIFC-regulated multi-asset trading platform (stocks, ETFs, options, crypto). Promoted in 2025; role spans community, growth marketing, operations and product. Manage two designers, a content creator and an SEO specialist, plus influencers and external marketing resources.

Product

- Led a full revamp of the Raseed app over three months: gathered input from stakeholders, influencers, product, SEO, customer service and community feedback into a single brief, ran design iterations to a locked design, then handed it to engineering with an implementation flow and followed it through to launch
- Pre-launch QA of new features and trading flows from the user's perspective, catching UX issues before production
- Delivered a conversion-focused UX and messaging audit of signup and product pages, translated into design briefs

Growth and influencer marketing

- Launched a referral campaign that brought 1,000 sign-ups in three days, 600 of whom completed KYC
- Designed four referral program models to build community-led acquisition loops, including messaging and rollout
- Run the influencer and KOL program end to end: scouting, compliance vetting, contract drafting, content review, performance reviews with each creator, and renew-or-cut decisions
- Led the go-to-market campaign for the options trading launch: a four-week bilingual educational series with in-app banners, push and email flows
- Owned App Store Optimisation end to end: bilingual metadata, keyword strategy and promotional copy

Content and team

- Built the content pipeline for the website, blog, Learn hub and FAQs (creation, review, Arabic translation, SEO optimisation, publishing) and lead the content, design and SEO team that runs it
- Established Raseed's brand voice (confident, witty, conversational) and its bilingual EN/AR presence in a regulated environment
- Translated product UI, options terminology (including Greeks), release notes and legal disclosures into Arabic, including Saudi dialect variants

Community, user trust and PR

- Grew X/Twitter from 6K to 16K followers and lifted the app store rating from 2.5 to 4.6
- Handle PR issues and high-risk user escalations that could damage the brand, resolving them to protect trust and retain users
- Primary bridge between community, customer service and product: investigated complex issues (crypto withdrawals, trading-flow bugs), built troubleshooting guides and escalated with structured briefs
- Owned community-facing communications for launches, incidents and campaigns across push, email, in-app and social, including time-critical crypto deposit and withdrawal disruptions

Reporting and operations

- Produce monthly, quarterly and annual reports on registered, funded and approved users for leadership, and run cross-team work with marketing, product, design and engineering in Jira

Product Owner (part-time) — Apollo Jun 2026 – Nov 2026

AI-powered marketing platform for brands and retail clients in Saudi Arabia: launch an influencer campaign or a digital ad campaign from zero to live in a few minutes, assisted by AI throughout.

- Led the migration off a Lovable vibe-coded prototype onto a fully owned product and backend, covering database, hosting, security and deployment, giving Apollo a product built to scale
- Introduced a proper development funnel (dev, staging, production) where releases had previously gone straight to users, giving the team full control over what ships and when
- Built internal dashboards and drove ongoing improvements to the core Apollo app and its products
- Built and launched two new products from scratch:
  - **Agora**, which publishes a brand's content across multiple social media channels from one place
  - **Bruce**, an AI assistant that drafts and launches digital ad campaigns
- Owned the code for these products end to end, and secured developer and API access from Meta, TikTok, X, Snap and Google so Apollo could publish content and run ad campaigns through their APIs
- Stack: Supabase (Postgres) for database and auth, Vercel for hosting and deployment, Jira for delivery

Social Media Specialist — Pixel.sd · Khartoum, Sudan Apr 2018 – Apr 2023

- Built and managed community and social media presence for multiple brand clients: strategy, content calendar, scheduling and performance reporting
- Increased engagement with key demographics by 30% through targeted content and community management
- Moderated online communities, protecting brand image and maintaining a positive community culture

Graphic Designer — 3000 Media · Khartoum, Sudan Feb 2015 – Feb 2016

- Created brand identities, marketing collateral and digital assets for community-facing campaigns

PROJECTS

Troop Boom — Founder and solo builder · native mobile mini-game 2026 – present (pre-launch)

- Building a native mobile mini-game end to end, from concept and design to store readiness
- Set up iOS TestFlight and Google Play closed-testing tracks, AdMob monetisation, and a live landing page at troopboom.com

SKILLS

- **Community and marketing:** community strategy · influencer and KOL programs (scouting, contracts, performance) · referral programs · content operations · SEO content · PR and crisis communications · user retention
- **Product and engineering:** product ownership · app redesign from brief to launch · stakeholder discovery · design-to-dev handoff · 0-to-1 product builds · prototype-to-production migration · backend, database, hosting and security · internal dashboards · platform API integrations (Meta, TikTok, X, Snap, Google)
- **Growth and analytics:** acquisition loops · ASO · funnel analysis · KPI reporting (registered, funded, approved users) · pre-launch QA · UX review
- **Crypto and trading:** crypto trading · options, stocks, ETFs · trader psychology · DFSA-regulated environments · GCC and MENA markets
- **Leadership:** managing designers, content and SEO specialists, influencers and agencies
- **Content and comms:** bilingual EN/AR copywriting · social media strategy · launch campaigns · incident communications · compliance-aligned messaging
- **Tools:** Google Analytics · Adjust · Google Sheets · Mailchimp · Mandrill · Intercom · Freshdesk · Jira · Supabase · Postgres · Vercel
- **Languages:** Arabic (native) · English (C1 Advanced)

CERTIFICATIONS

Meta: Fundamentals of Social Media Advertising; Social Media Management · Google: Foundations of Digital Marketing and E-commerce

EDUCATION

Diploma of Higher Education, Graphic Design — Al-Mashreq University, Khartoum, Sudan · Nov 2014