

HAZEM NABIL ZARKA

Brand Lead

Brand Ownership & Growth | Product Management | Digital Marketing

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PROFESSIONAL SUMMARY

Brand lead with eight years across agency, startup and founder-side work, building the foundation brands grow on: the message, the tone and the feel, set right from day one so everything built after it can scale. Twice stood up an entire brand and growth function single-handed, inside crypto and fintech, where paid channels are restricted and distribution has to be earned.

Works at the intersection of product management, digital marketing, and brand ownership and growth, certified in product management by Udacity and Knowledge Officer (UK). Operates generative-AI production pipelines as a working tool: design systems, character-consistent campaigns and asset libraries at scale. 20+ brands served across 110+ projects in 9 countries.

SELECTED RESULTS

\$1.1M net revenue in four months, Driftfund	15.6K SOL (~\$3M) presale raised in one hour, XMinds
3,800+ traders and 14K+ Instagram followers, Driftfund	#3 trending on X (US) at launch, XMinds
4.8/5 rating across 2,000+ students over six years, Udacity	3,000+ monthly active users for four quarters, XMinds
125K+ organic followers, top videos 5.6M and 4.5M views	20+ brands, 110+ projects, 9 countries

CORE COMPETENCIES

Brand & Identity: Brand Strategy | Positioning | Naming | Brand Architecture | Visual Identity Systems | Brand Books | Tone of Voice | Design Direction

Product Management: Product Discovery | Roadmaps | User Flows | Go-to-Market | Launch Management

Growth & Content: Campaign Architecture | Multi-Platform Content Engines | SEO Strategy | Editorial Series | Market Entry

Partnerships & BD: KOL & Influencer Programs | Vetting | Negotiation | Pipeline Management | Outbound Systems | First Hires

Copywriting: Brand | Direct Response | Long-Form Editorial | Ad Copy | Email Sequences | Bilingual Website Content (Arabic, English)

AI Production: Generative Image & Document Pipelines | Prompt System Design | Brand-Consistent Asset Production at Scale

Analytics, CRM & Media: Google Analytics 4 | Google Tag Manager | HubSpot | Meta Ads Manager | Google Ads | SEMrush | Ahrefs | Klaviyo | Mailchimp

Web & Design Tools: Webflow | WordPress | Figma | Canva | Notion | Higgsfield | HTML/CSS

PROFESSIONAL EXPERIENCE

DRIFT HOLDING LTD (DRIFTFUND) Co-Founder, Brand & Growth Fintech, proprietary trading New Cairo, Egypt	April 2026 – September 2026
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- Built the brand from zero to **\$1.1M net revenue in its first four months**, with 3,800+ traders on the platform and 14K+ Instagram followers since launch.
- Created the complete brand system: the Flowline mark, palette and type system, brand book, asset library and a documented production pipeline used across every channel, with all messaging grounded in verifiable product facts, never profit promises.
- Built the content engine: multi-platform campaign architecture, the Racecraft trader-education series, a 90-day SEO content plan, and email and social template libraries.
- Designed and ran the KOL partnership program end to end: sourcing, vetting, onboarding, terms and a Notion-based pipeline, plus the partnership deck built as a custom HTML design system.
- Wrote the BD field guide and outbound system, led hiring for the first marketing and BD roles, and initiated and directed the website redesign.

EA WEALTH CLUB (EA TRADING) | Brand & Identity Consultant

December 2025 – February 2026

Trading education and high-ticket investment community | Consulting engagement

- Built the identity for a luxury sub-brand running as a private, invite-only community: positioning, naming direction, wordmark, visual system and launch messaging.
- Designed the wordmark, wrote the website copy and directed the design; coached the founder on keeping a luxury voice in his own content.

XMINDS | Co-Founder, Brand & Product

May 2024 – May 2025

Web3 and AI

- Conceived the product, personal AI agents each specialized in one domain, and built its brand architecture: one master brand and five agents (Muse, Aegis, Zima, Nexus, Elysium), each with its own name, role and icon.
- Owned brand, positioning, website, community and launch: **15.6K SOL (~\$3M) raised in a one-hour presale, #3** trending on X in the US and #1 most viewed token on Birdeye in launch week.
- Sustained the brand through four quarters of market volatility, holding 3,000+ monthly active users.

TIKTOK | Creator, Digital Marketing & Copywriting

Ongoing

- Built a 125K+ follower audience (654K likes) on marketing, copywriting and career content with no paid promotion: over 6,500 average likes per video across fewer than 100 videos, with top videos at 5.6M and 4.5M views.

UDACITY | Session Lead, Digital Marketing

June 2020 – Present

FWD (Egypt) and Makeen (Oman) national programs

- Taught and coached 2,000+ students on the advanced digital marketing track through weekly cohort sessions and one-to-one support, with a **4.8/5 average rating** over six years.
- Met graduation targets in every cohort; recognized by Udacity for session-lead performance.

ALMA HEALTH | Regional Creative Lead

March 2022 – May 2022

Health-tech, United Arab Emirates | Direct engagement

- Led the Egyptian market penetration strategy: adapted the brand voice and content to Egypt, wrote a new market-fit slogan and built the launch campaign.
- Delivered the Google search ad copy and a three-month post-launch content plan.

UPWORK | Freelance Copywriter & Brand Consultant

October 2018 – Present

- **BOOST (2022), Senior Copywriter:** agency work across seven clients, including Zooba, Orascom Group, NowPay, Incorta and Okaidi.
- **Referral Factory, Amsterdam (2021):** content strategy and a two-month content calendar aligned to brand voice and positioning. Client rating 5.0.
- **Acuanix, Saudi Arabia (2020):** full website content and contribution to the company rebrand.
- **Creative Closets, KSA and UAE:** bilingual Arabic and English website content, optimized for search.
- **Simfield Access Solutions, UK:** website content, brand voice and messaging.
- **Syscomm, UK:** website content and case studies aligned to the brand voice.

MARTIAN MARKETING | Copywriter

April 2019 – January 2020

London, United Kingdom

- Wrote campaign and ad copy for clients including Burberry, Paramount Studios, Capita Group and Bromford; contributed website content and brand amendments for Capita.
- Coordinated the internal team of designers, media buyers and developers, and managed external contractor communication.

UNDECIMUS | Co-Founder, Independent Research & Writing

January 2022 – Present

- Research and writing on AI alignment, human-AI interaction and the safe deployment of language models. Self-directed, non-commercial.

EDUCATION, CERTIFICATIONS & LANGUAGES

ALEXANDRIA UNIVERSITY | Bachelor of Commerce (English Section), Business Administration

2014 – 2019

- Product Management Nanodegree, Udacity, 4 months (2021)
- Digital Marketing Nanodegree, Udacity (2020 – 2021)
- Google Ads Measurement and Display certifications
- Product Management Internship Program, Knowledge Officer, UK, 6 months
- Marketing Analytics Nanodegree, Udacity
- **Languages:** Arabic (native), English (bilingual), French (elementary)