



I BUILD THE FOUNDATION BRANDS GROW ON.

The message, the tone, the feel. Set right from day one, so everything built after it can scale.

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Weaving context, thought after thought.

Keystone: message, tone, feel





EIGHT YEARS OF BUILDING BRANDS AND ESTABLISHING FOUNDATIONS.

Agency-side in London, founder-side in fintech and Web3, and in front of more than 2,000 marketing students. Twice I stood up a full brand and growth function on my own, in markets where paid ads are restricted and attention has to be earned.

I start with what a brand says and how it sounds. Then I build the system that carries it, and the content, partnerships and AI production that scale it.

125K+

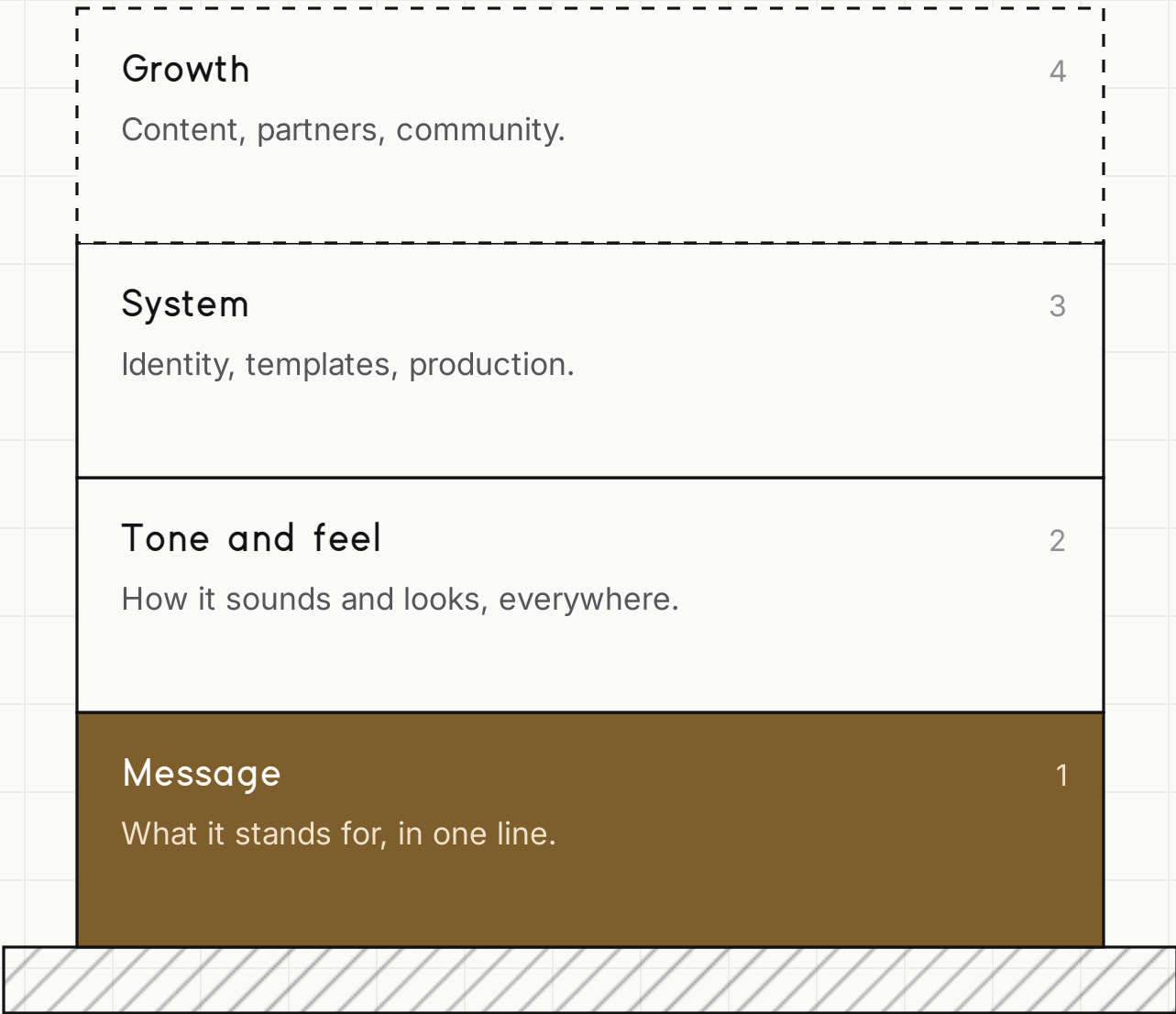
followers, built organically on marketing and copywriting content

5.6M

views on my top video, 4.5M on the next

How I work

Each layer carries the next. Growth goes on top, never underneath.





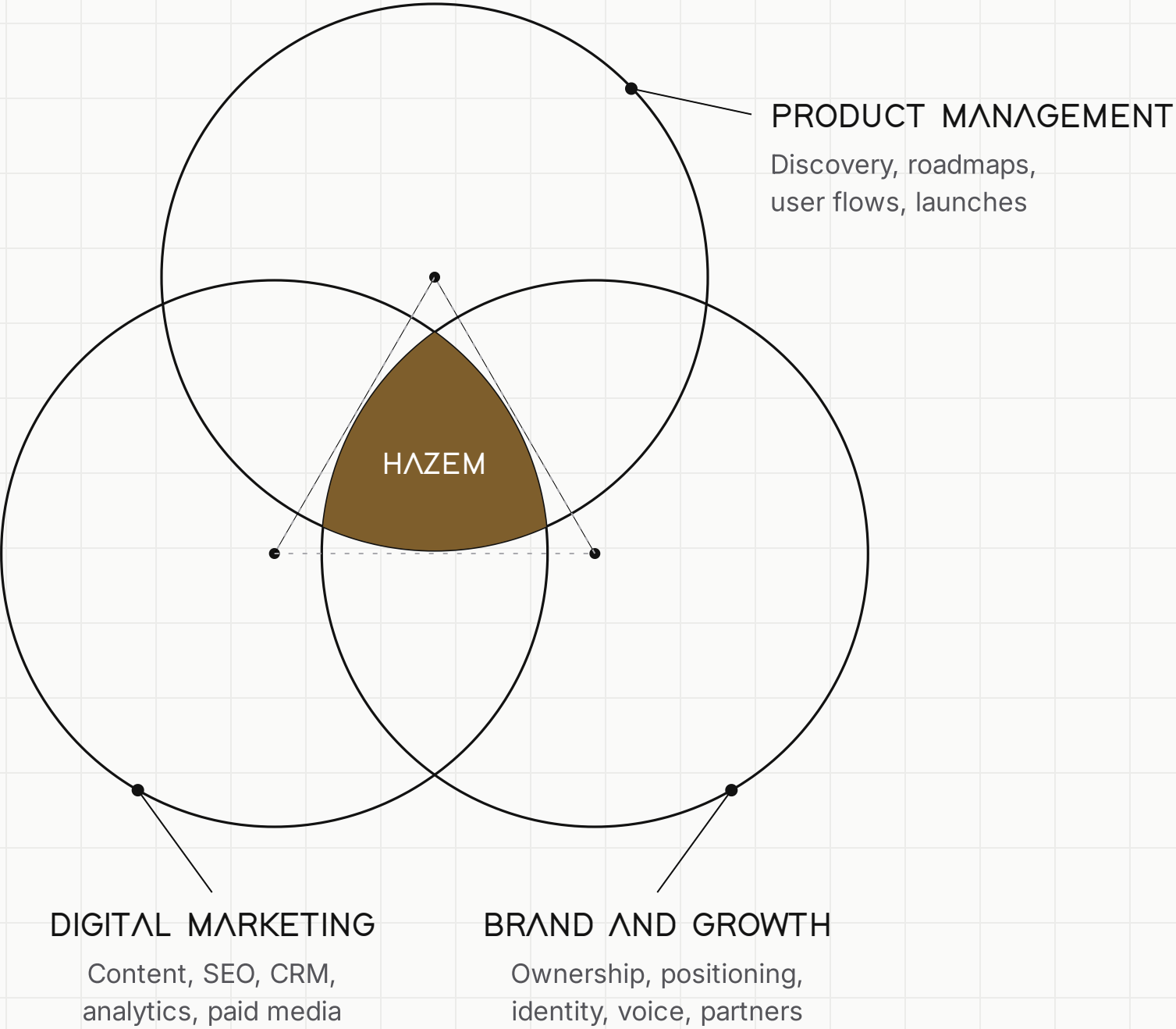
WHERE I STAND.

At the intersection of product management, digital marketing, and brand ownership and growth.

I'm certified in product management by two institutions, Udacity and Knowledge Officer in the UK, so I read a brand the way the business does: the users, the numbers, and the product underneath. Brand is where I lead. Product and marketing are how I make sure it holds.

Certifications

- Product Management Nanodegree, Udacity, 4 months
- Product Management Internship Program, Knowledge Officer, UK, 6 months
- Digital Marketing Nanodegree, Udacity
- Marketing Analytics Nanodegree, Udacity
- Google Ads Measurement and Display





THE RECORD.

20+

brands served

110+

projects delivered

9

countries

\$1.1M	Net revenue in the first four months	Driftfund, 2026
3,800+	Traders on the platform	Driftfund, 2026
14K+	Instagram followers since launch	Driftfund, 2026
15.6K SOL	Raised in a one-hour presale, about \$3M	XMinds, 2024
#3	Trending on X in the US during launch week	XMinds, 2024
3,000+	Monthly active users, held for four quarters	XMinds, 2024 to 2025
4.8 / 5	Average rating across six years and 2,000+ students	Udacity, 2020 to now
125K+	Followers, no paid promotion	TikTok



Driftfund

A PROP TRADING BRAND, BUILT FROM ZERO.

A new prop firm, entering a crowded market short on trust, where paid ads for financial products are restricted. I built the brand from the first line of the brand book, and grounded every message in product facts traders can check, never in profit promises.

Co-Founder, Brand & Growth. Brand system, Racecraft campaign, KOL partnership program, first marketing and BD hires, website redesign.

\$1.1M

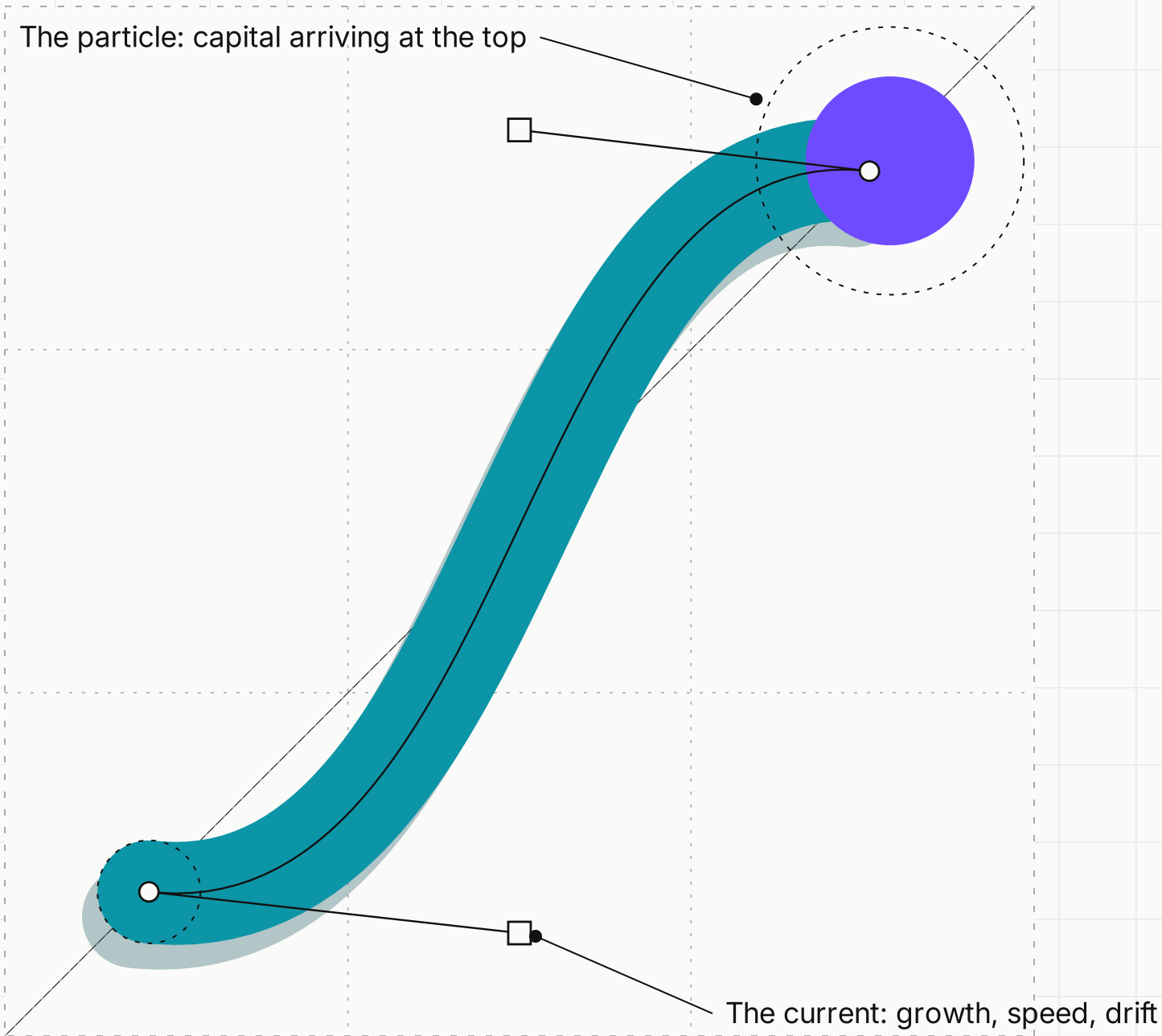
net revenue in the first four months

3,800+

traders

14K+

Instagram followers since launch

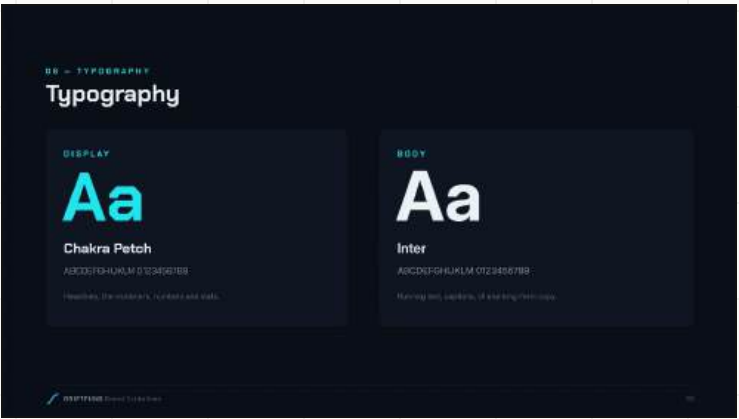
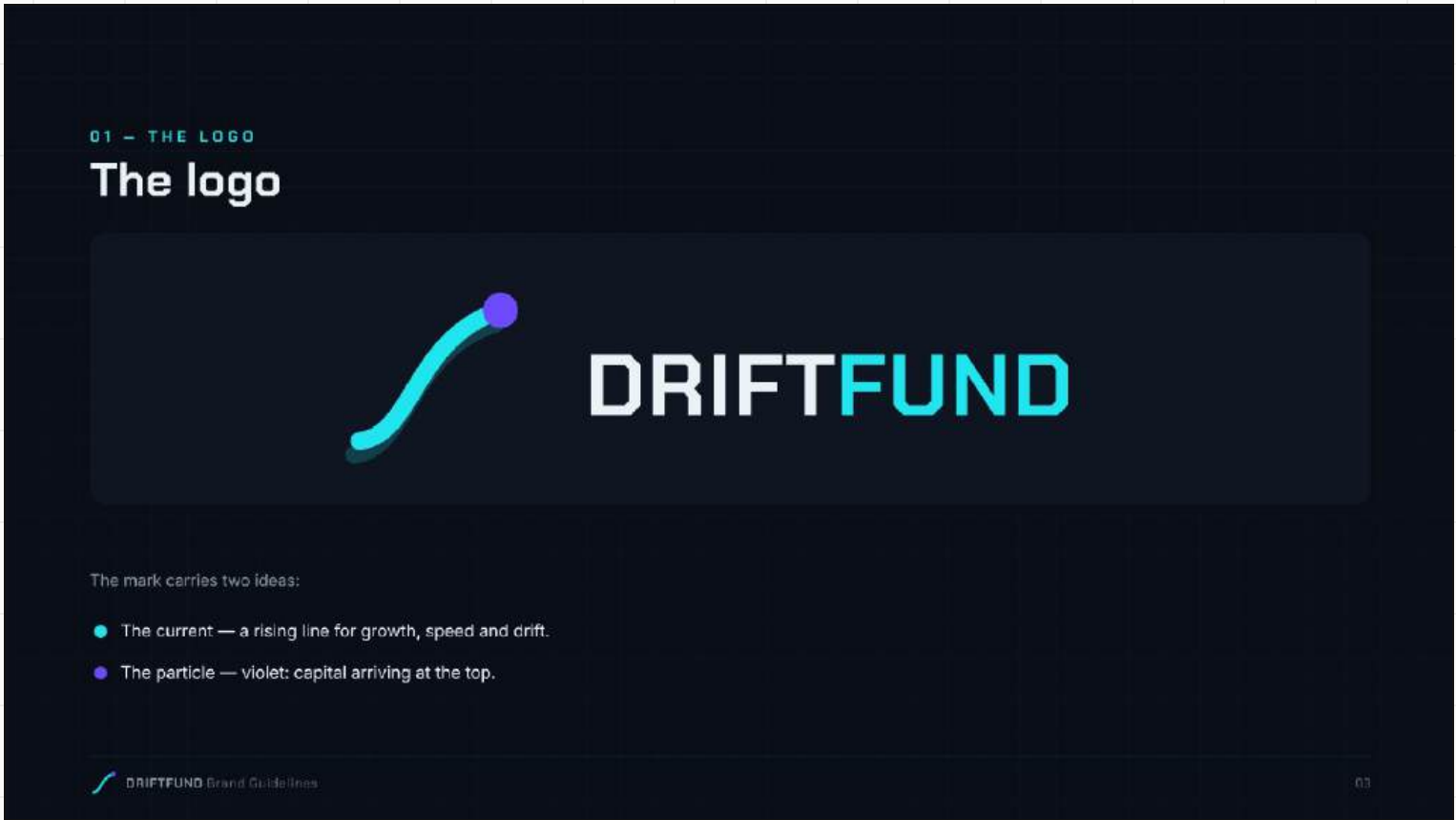
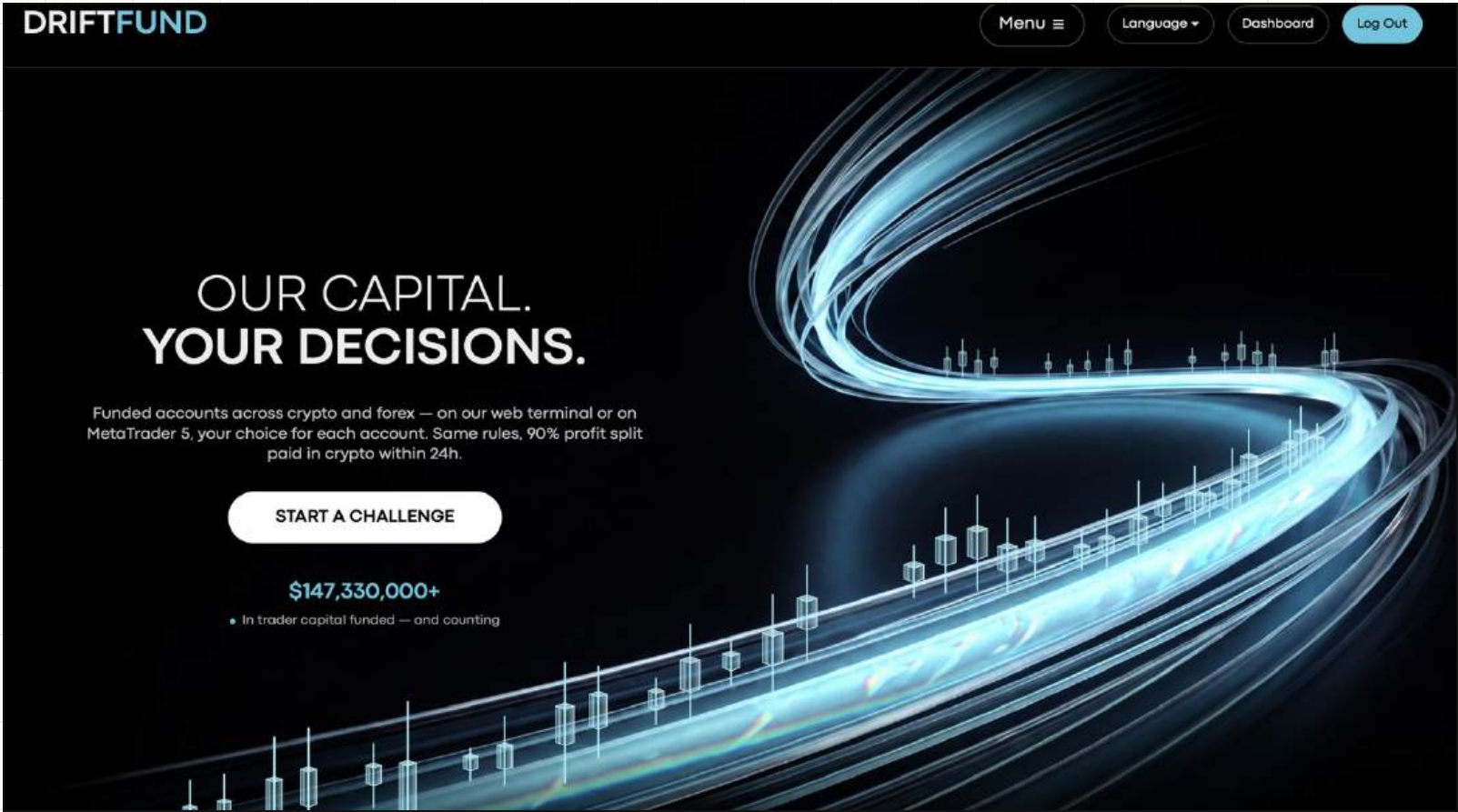


The Flowline mark, under construction. One rising current for growth and speed; one violet particle for capital arriving at the top.



ONE SYSTEM, EVERY SURFACE.

Mark, palette, type and usage rules, documented in a brand book so every asset after launch stayed on-brand, whoever made it.



Brand book, v1. The logo, color and typography pages.

v2: the redesign I initiated and directed, launched after my exit



EDUCATION OVER HYPE.

Racecraft. A trader education series built on one metaphor: trading as racecraft. Pace, pit stops, discipline. The same helmeted driver runs through every lesson, kept consistent with an AI production pipeline I built.

KOL partnerships. The program end to end: sourcing, vetting, onboarding and terms, run from one pipeline, with a pitch deck built in the brand system.



Racecraft, lessons 9 to 11.

KOL partnership deck. The cover, built as a custom HTML design system and rendered to print.





XMinds

A FAMILY OF AI AGENTS, LAUNCHED AS A TOKEN.

A token with a real AI product behind it, launched into a market flooded with memecoins. The product was my idea: personal AI agents, each a specialist in one domain. I owned the brand, positioning, website, community and launch, then kept the brand alive through four quarters of market swings.

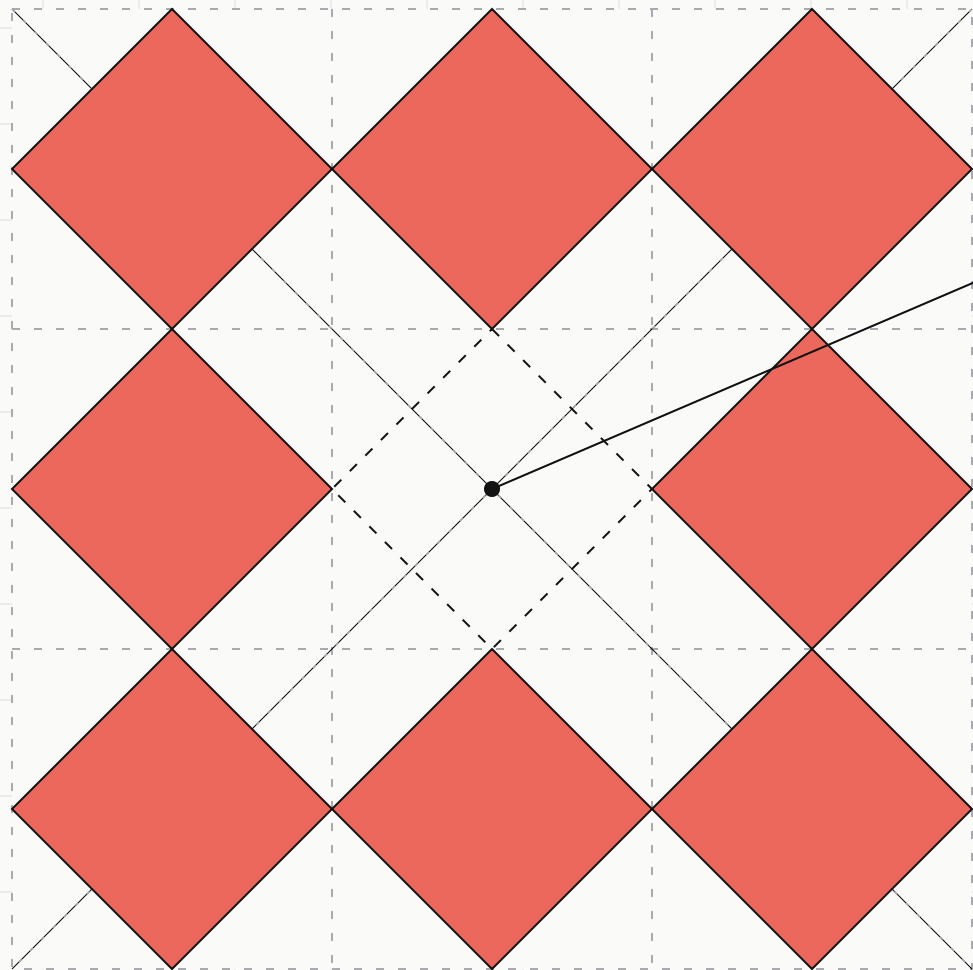
Co-Founder, Brand & Product. May 2024 to May 2025.

15.6K SOL

raised in a one-hour presale, about \$3M

3,000+

monthly active users for four quarters



Eight diamonds on a 3 × 3 grid. The empty center and the gaps between them draw the X.

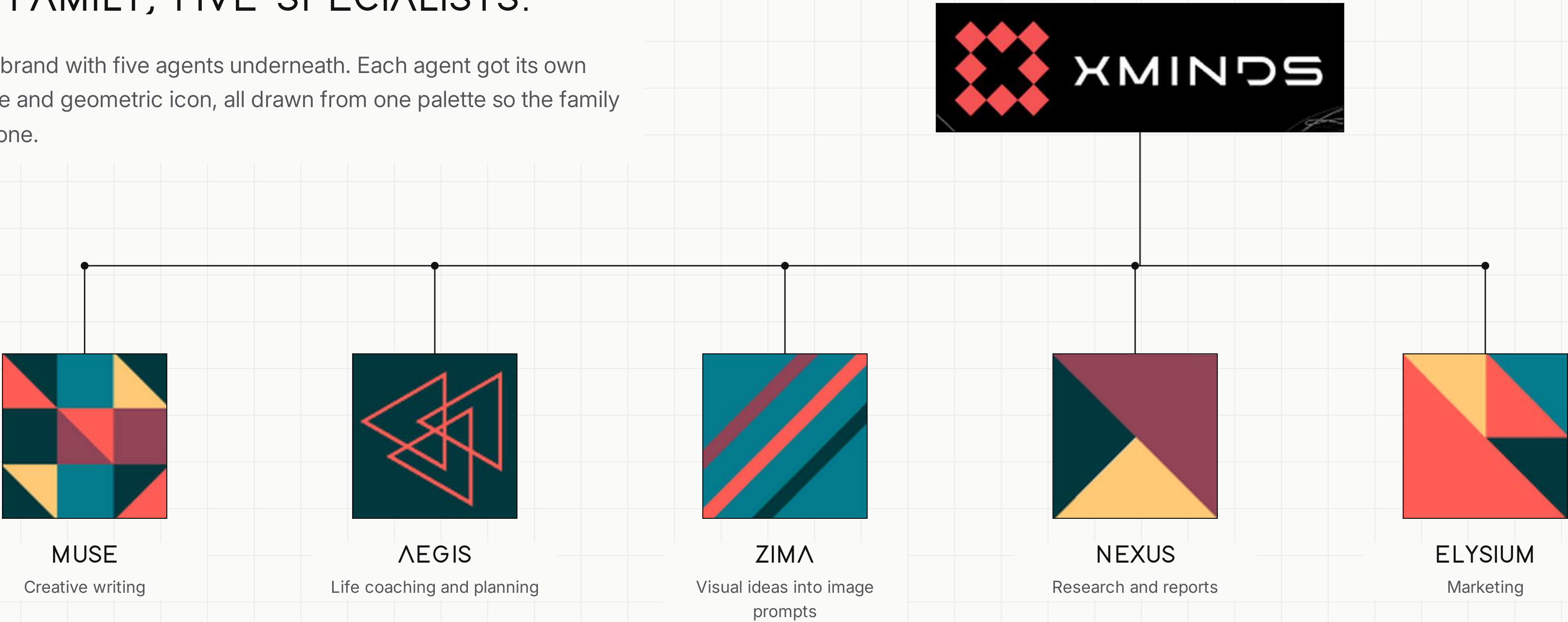


The mark and wordmark.



ONE FAMILY, FIVE SPECIALISTS.

A master brand with five agents underneath. Each agent got its own name, role and geometric icon, all drawn from one palette so the family reads as one.





LAUNCH WEEK, JULY 2024.

15.6K SOL

Raised in the fair-launch presale in one hour, about \$3M at the time.

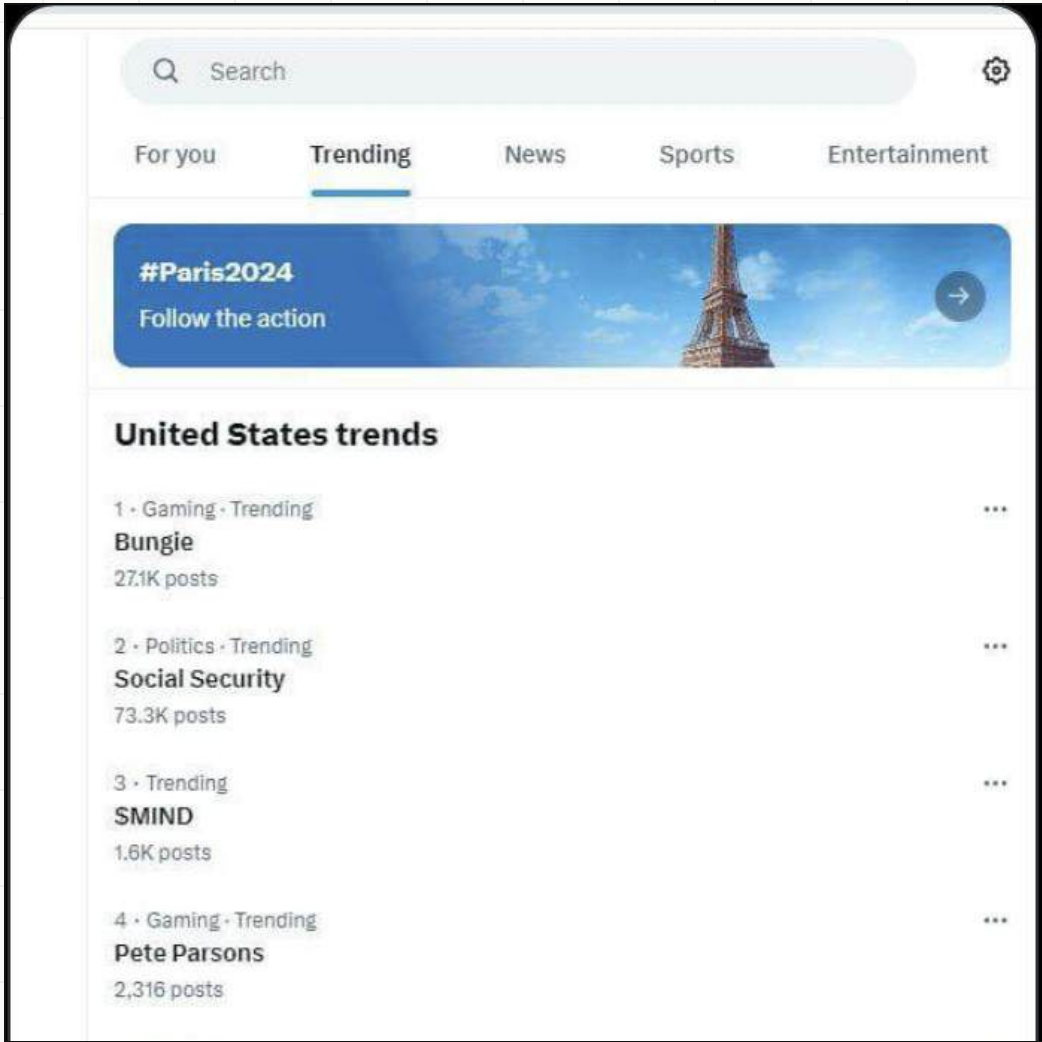


Then four quarters of steady updates through a volatile market, holding **3,000+ monthly active users**.

From the project's X account, July 29 and 31, 2024.

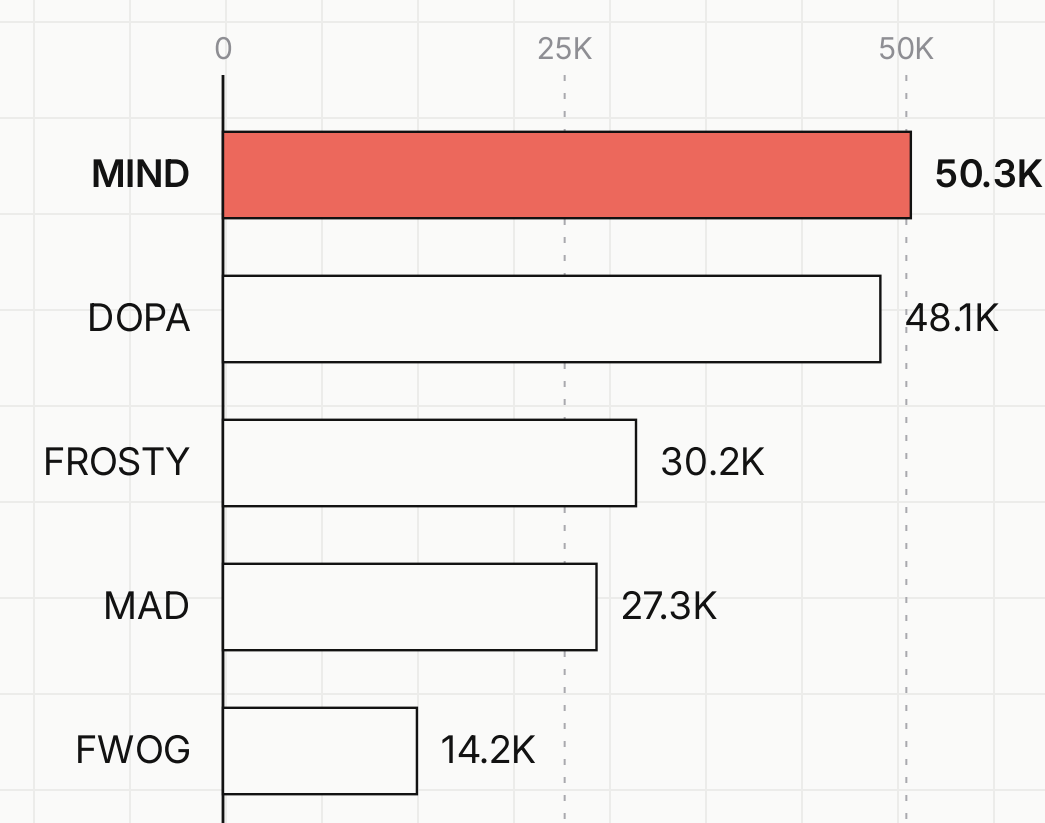
#3

Trending on X in the United States.



#1

Most viewed token on Birdeye.



24-hour views, top tokens on Birdeye. From the leaderboard the project posted on July 31, 2024.

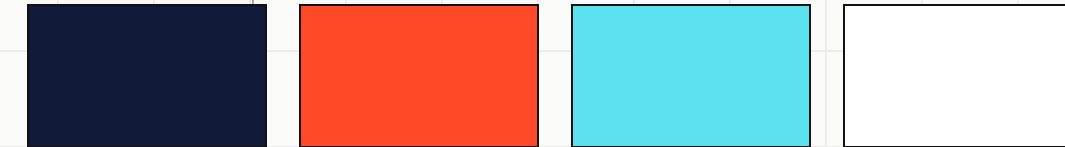


EA Wealth Club

A PRIVATE CLUB, POSITIONED AS LUXURY.

A sub-brand of EA Trading: trading education and a high-ticket investment community, running as a private, invite-only group. The brand had to feel like an inner circle, not a course.

Brand & Identity Consultant. I designed the wordmark, wrote the copy and directed the design, and coached the founder on keeping a luxury voice in his own content.

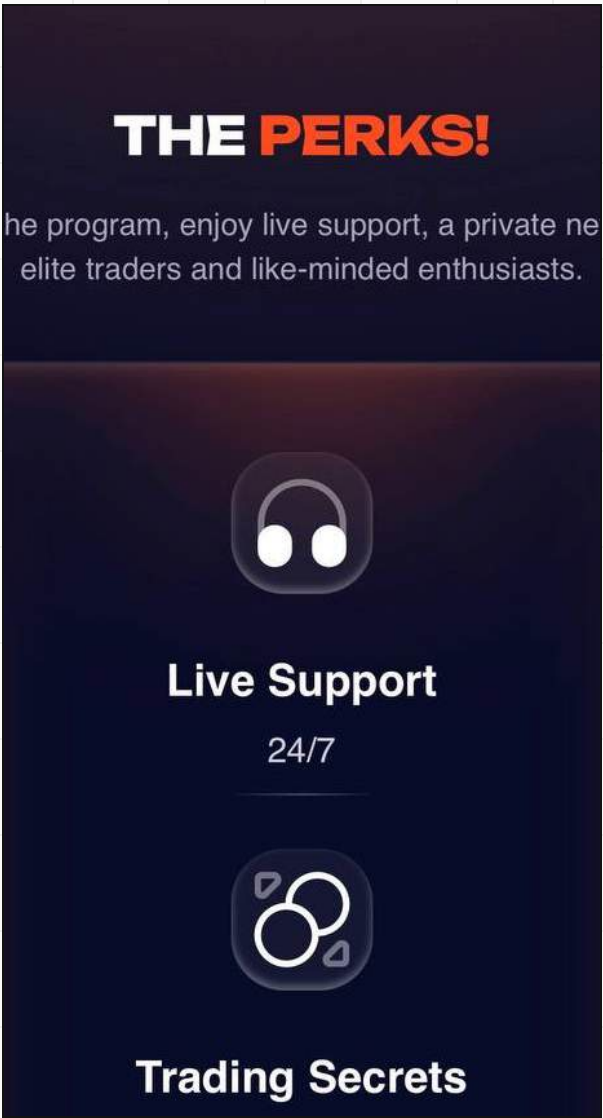
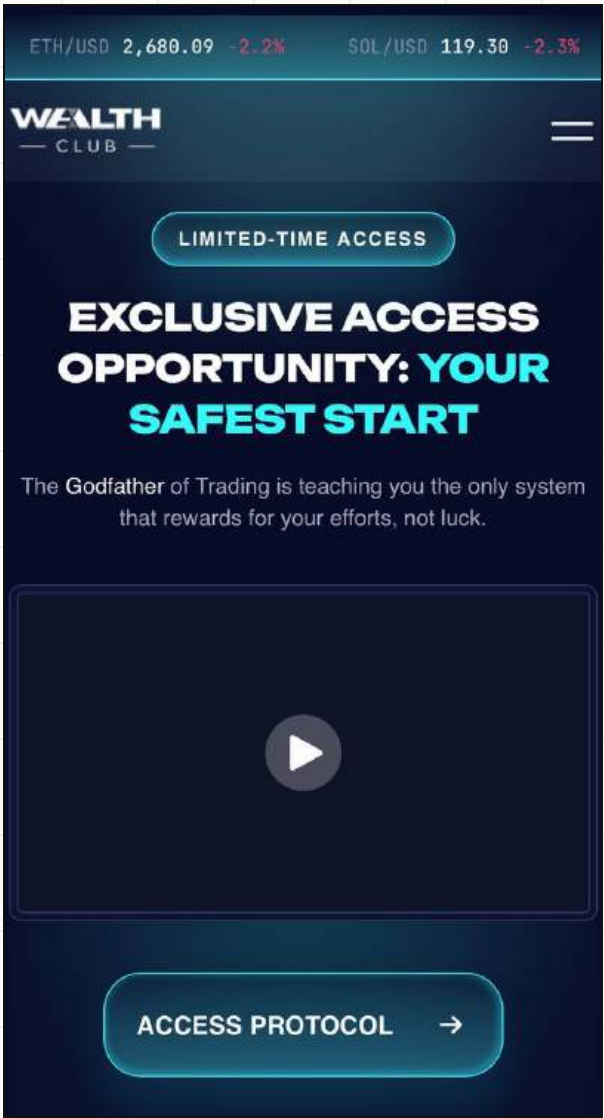


Wordmark and palette. Night navy, signal orange, ticker cyan. Heavy extended caps over a light, spaced CLUB between two rules.



A VOICE FOR A PRIVATE ROOM.

Copy and art direction for the website, in pre-launch while the community runs privately.



“

Hazem understood the brand before I could fully explain it. He gave EA Wealth Club a name, a look and a voice that match the clients we want, and showed me how to keep that voice consistent in my own content. We launched looking like we'd been around for years.

Ehab Dyaa
CEO & Founder, EA Trading



TEACHING MARKETERS, AT SCALE.

Session Lead on Udacity's advanced digital marketing track, through two national programs: **FWD in Egypt** and **Makeen in Oman**. Weekly cohort sessions, one-to-one coaching, and graduation targets met in every cohort.

4.8 / 5

average rating

2,000+

students

6 years

2020 to now

“Although my large previous experience in many managerial and technology fields, Hazem passed to me his excellence communication skills. He was my lead session in Advanced Digital Marketing and he was truly leader and very good instructor in simply words and explanation using his personal practical experiments. Finally I predict and wish a bright practical future for Hazem.”

Magdy Eladawy, Executive Vice President. A former student. From my LinkedIn recommendations.



On stage. Speaking on a panel to a full hall.

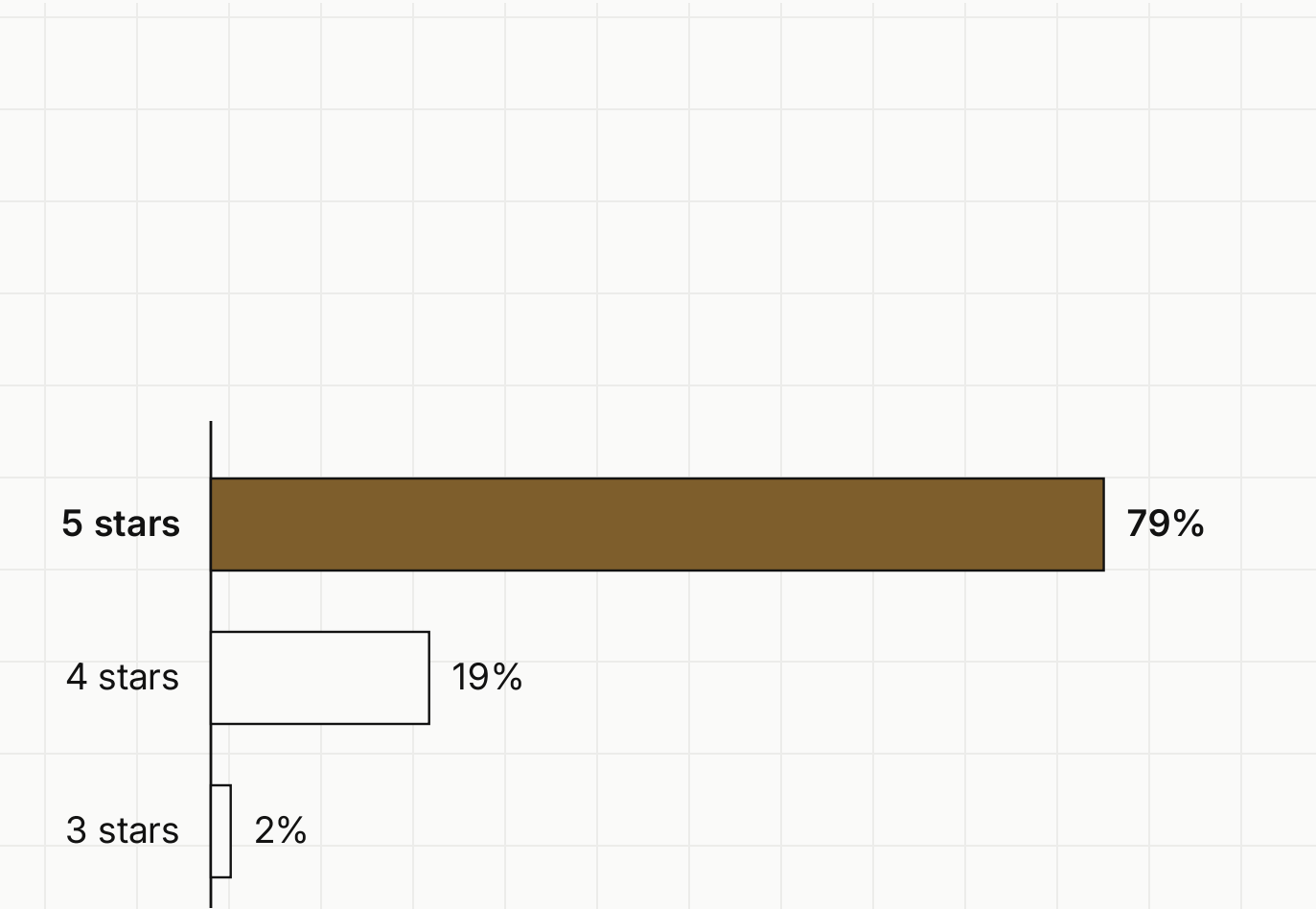


Bottom left: recognized by Udacity for session-lead performance.



IN THEIR WORDS.

Session ratings and comments from 2022 cohorts, left by students after each session.



57 ratings from the 2022 review screens, counted one by one. The six-year average is 4.8 out of 5.

“he is the best session leader i have ever meet”

“I really loved how he did present using drawings and that made the new information and definitions clear enough to understand fully”

“Collaborator .. He answers all questions. Always seeks to develop the lecture and the way of explanation.”

“He very friendly , helpful and patient”

أسلوب حضرتك ف الشرح سلس جدا حضرتك بتدي كل معلومة حقها وبنستفيد من المعلومات اللي بتضيفها على محتوى المنحة لأنها بتربط لنا الدنيا ببعضها

Translated: Your way of explaining is very smooth. You give every point its due, and what you add beyond the course content ties everything together for us.

المحاضر أسلوبه سهل وبسيط وبيحاول يقدم لنا كل المعلومات اللي عنده

Translated: The lecturer's style is easy and simple, and he tries to give us everything he knows.



AN AUDIENCE, EARNED.

A creator channel on marketing, copywriting and career content, built without paid promotion. It's my own brand, run on the same foundation I build for clients: one clear message, a consistent voice, and content people choose to share.

125K+

followers

654K

likes

6,500+

average likes per video, across fewer than 100 videos



Hazem Nabil Zarka | hazemzarka11

29 Following 126.8K Followers 654.4K Likes

Follow

Message

+

Digital Marketer & Copywriter
AI Researcher @ NLP, ML and Alignment

Videos

Reposts

Liked

Pinned



4.5M

Pinned



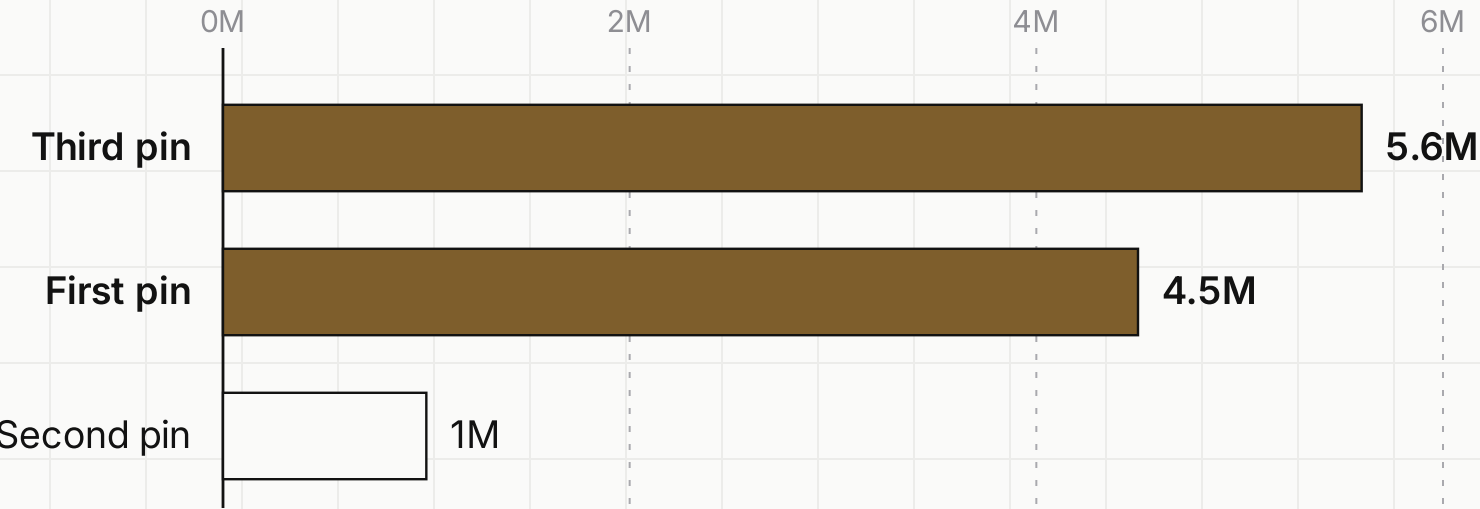
1M

Pinned



5.6M

Views on the three pinned videos.





EARLIER WORK, AGENCY YEARS.

Before founding, I worked inside other people's brands: new directions, sub-brands, sharper voices, and the content that carries them.

Martian Marketing, London

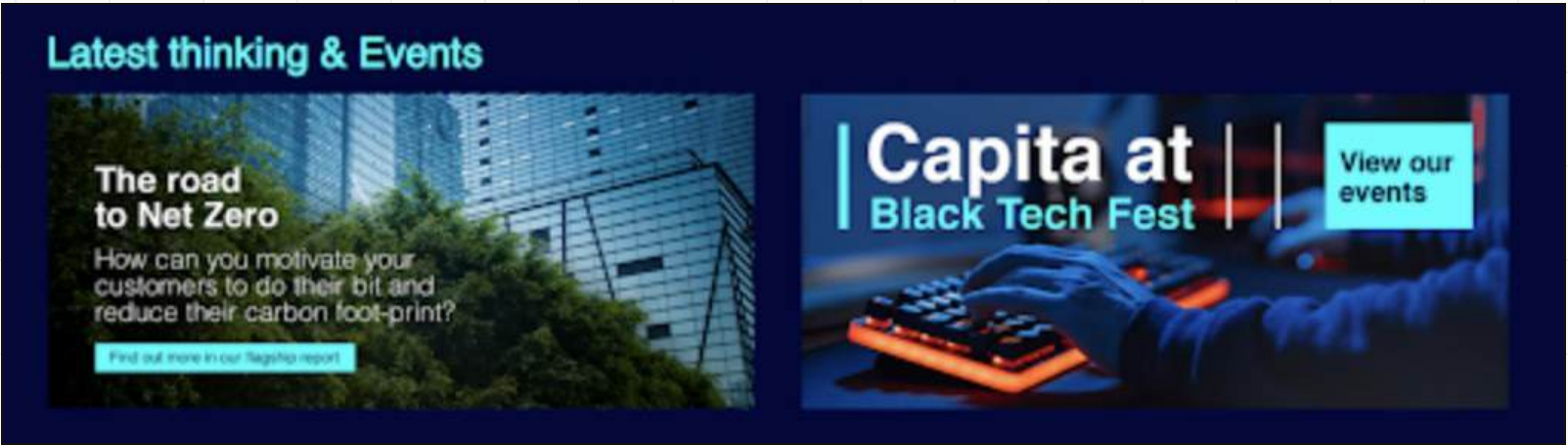
Copywriter, 2019 to 2020. Campaign and ad copy for Burberry, Paramount Studios, Capita Group and Bromford, while coordinating the in-house designers, media buyers and developers.

“Hazem was born to communicate with people, when I first met him, I told him that his superpower might be his ability to communicate, he's naturally a leader and a salesman, a good combination that needs a little more experience and knowledge to be something great.”

James Radford, my direct manager at Martian. From my LinkedIn recommendations, 2019.



Capita Group
Website content and brand amendments, through Martian.



BOOST

Agency, 2022. Senior Copywriter.

Seven clients across education, industry, e-commerce, tech and finance.

Zooba

Orascom Group

NowPay

Incorta

Okaidi

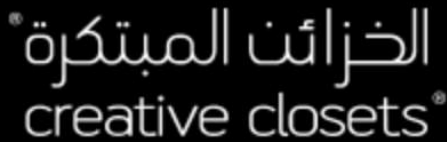


WEBSITES, VOICE AND REBRANDS.



Acuanix
Saudi Arabia, 2020

Website content, and part of the team on the rebrand.



Creative Closets
Saudi Arabia and UAE

Bilingual website content, Arabic and English, written for search.



Simfield Access Solutions
United Kingdom

Website content, plus the brand voice and messaging behind it.

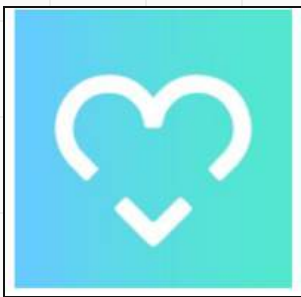


Syscomm
United Kingdom

Website content and case studies, written in the brand's voice.



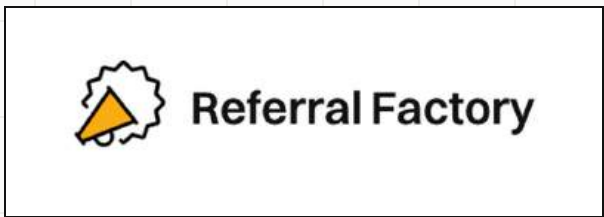
MARKET ENTRY AND CONTENT STRATEGY.



Alma Health

UAE health-tech, 2022. Regional Creative Lead.

The strategy for entering the Egyptian market. I adapted the brand voice and content to Egypt, wrote a new market-fit slogan, built the launch campaign, and delivered the Google search ad copy and a three-month content plan after launch.



Referral Factory

Amsterdam, 2021. Brand and content.

A content strategy and a two-month content calendar, aligned to the brand's voice, message and positioning.

★★★★★ 5.0

“Hazem is skilled at making content, he's super pro-active too. Hopefully we can work together again in the future!”

Client review on Upwork, October to November 2021. Endorsed for: committed to quality, collaborative.



LET'S BUILD YOUR FOUNDATION.

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