

DENI KHALIKOV

Social Media Manager · Content Creator · DevRel

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10+ years making social content people actually stop for, across developer tools, creator brands and AI. I own social end to end; strategy through execution: writing, filming, editing, publishing, and reading the numbers back into what gets made next. I've grown brand accounts on X, TikTok, Instagram and YouTube, scaled a newsletter to 150K with social as the primary acquisition channel, and built a 2K-member Discord from zero. I live on these platforms.

SELECTED RESULTS

- **30M+ views** on X across my own content
- **16M views** on a single post — started the "thank you Javascript" trend
- **3K → 24K on X** and **25K → 150K newsletter** for WeAreDevelopers
- **180K Instagram / 70K TikTok** — scaled @archi.mado, a creator account in architecture & design
- **27.8K** followers on my own X account, grown organically from zero
- **2K Discord** community built and run solo; **100+ consecutive days** of X Spaces
- **€7M+** event revenue supported through social and sales content (World Congress Berlin)

EXPERIENCE

Independent — Content & Social

Jan 2025 – present

- Scaled @archi.mado to **180K Instagram / 70K TikTok** — a creator account in architecture and design. Owned strategy, editing, posting and growth end to end for a non-technical, creative audience.
- Rebuilt my own X presence (@DeniCodes) from zero, applying the same playbook.
- Content and social consulting for brands including Mina Protocol, SubQuery and VapiAI.

DevClub — Founder

Sep 2022 – present

- Built a 2K-member Discord, an 800-subscriber newsletter and a 50-person IRL community from a single Reddit post that hit the front page of r/learnprogramming.
- Ran the 100-day Spaces challenge: 100+ consecutive days of X Spaces, 45 tech creators, 2K+ listeners.
- Organised and hosted meetups in Barcelona, Brussels, London and Antwerp.

Lead DevRel — Co-Founder

Nov 2023 – Dec 2024 (now advisor)

- Co-founded a global community for DevRel professionals; built it into a network spanning 45+ companies and creators.
- Delivered branded content campaigns for Web2 and Web3 clients across blog, video, live streams, podcasts and Twitch.
- Managed creator partnerships, campaign budgets and confidential partner data during fast-moving influencer campaigns.

Hashnode — Social Media Lead & DevRel

May 2023 – Oct 2023

- Ran and grew social across X, TikTok, YouTube and the Hashnode blog: platform-native copy, dev and tech memes, video.
- Created onboarding and tutorial content for Rix.ai (AI product), driving adoption.
- Grew and moderated the Hashnode Discord; ran events, hackathons and live streams inside it.
- Led creator and influencer partnerships end to end: relationships, deliverables, budgets, negotiation.
- Fed community feedback and trends back to product and internal teams.

WeAreDevelopers — Founding DevRel

Mar 2022 – Apr 2023

- Owned social across X, TikTok, Instagram, YouTube and the blog: daily video, threads, visuals. Grew X from 3K to 24K organically.
- Scaled the newsletter from 25K to 150K subscribers with social as the primary acquisition channel.
- Produced ticket-sales content that drove attendance and record revenue at World Congress Berlin (€7M+, 15K+ developers).
- Filmed and cut on-site interviews and event content, turning live moments into same-day social video.
- Hosted live streams and Spaces; ran real-time ops with the leadership team during ticket-sales pushes.

Earlier — Creator & Community

2014 – 2022

- Built and ran gaming communities on Discord and Slack from 2014 — my first audiences, and where I learned what makes people show up and stay.
- Made gaming content and video for a consumer audience; designed visuals and thumbnails in Photoshop.
- Moved into tech content and DevRel full-time from 2021.

LANGUAGES

Chechen · Russian · English · Dutch · French · Spanish

TOOLS

Video & recording: Screen Studio, OBS, CapCut

Social: X, TikTok, Instagram, YouTube, LinkedIn, Reddit, Discord · native platform analytics

Other: Beehiiv, Notion, Figma, Claude