AL RIZQI
C-LEVEL MARKETING | HEAD OF BUSINESS DEVELOPMENT & PARTNERSHIP | COMMUNITY GROWTH

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PROFESSIONAL SUMMARY

I am an experienced marketing leader, business growth strategist, and community builder with over seven years of expertise in Web3, crypto, business development, and project management across both global and local markets. I currently lead marketing and community efforts for multiple projects, including AI trading platforms and blockchain foundations, contributing to transaction volumes exceeding $100,000. I have driven significant growth in local markets with budgets 30–100 times smaller than average and built communities from the ground up to over 20,000 members with more than 30% daily engagement. I have successfully secured partnerships with leading Web2 and Web3 companies, spearheaded regional expansions, and launched revenue-generating product lines without paid advertising. Backed by eight years of science education and a decade of experience as a seasonal chemistry teacher, I bring a data-driven mindset, strong communication skills, and a deep commitment to both educational and strategic impact.

HIGHLIGHTED EXPERIENCE

Owner | ARGPT Trader Club (https://alrizqi.com/alrizqigpt) | 09/2024 – Present (Remote, Part Time) | ID
- Organically build a community of over 20,000 members across various social media platforms.
- Secure partnerships with leading Web2 and Web3 companies in Indonesia, including WikiFX, ForexIMF, and Mobee to expand reach and credibility.
- Maintain a consistently high daily engagement rate of over 30% (ATH), fostering an active and loyal user base.
- Developed and launched AI-driven trading products, achieving $3,000 in early-bird sales and maintaining a win rate exceeding 70% in open trades.
- Educate audiences on the importance of Forex and Crypto trading with the support of AI, using diverse and localized content formats.

VP, Creator and Community Strategy | Anome (https://anome.xyz) | 06/2025 – Present (Hybrid, Full Time) | MY
- Plan and execute community growth strategies across local and global markets, achieving the top website ranking in target regions with under $10,000 in four months.
- Increased Discord and Telegram community engagement rates above the 15% threshold for the first time within four months.
- Maintain an average engagement rate above 5% on Twitter posts.
- Collaborate with a team of five global moderators, six extended community members, and KOL leads to enhance the overall community experience.
- Leverage long-standing experience and connections to coordinate with key Web3 KOLs in Indonesia and the Philippines, resulting in faster and more effective market penetration.

Director of Product Growth, Consultant | Aurum Foundation (https://aurum.foundation) | 11/2024 - Present (Remote, Part Time) | UAE
- Represent the business in Indonesia, focusing on product knowledge and the marketing compensation system. Example of presentation can be found here.
- Contribute to the growth of the company's total transaction volume, reaching over $50,000+.
- Grow and manage local community groups by collaborating with regional leaders and grassroots initiatives.
- Provide structured feedback to the project's Founders based on insights and input gathered from local community members.

Business Development Manager | Qappi (https://qappi.com) | 09/2023 – 09/2024 (Remote, Full Time) | EMEA
- Led a team of 4 in-house members and collaborated with over 20 freelancers to foster and close deals with new and existing partners for collaborative programs.
- Oversaw the VIP and Priority Quests creation process, managing product values ranging from $100 to $5,000 per item.
- Analyzed market trends to develop a competitive business edge, resulting in a 30% increase in efficiency over 4 months and expanding the variety of offers for clients.
- Worked closely with a team of 15 members, including tech, sales, and support teams, to ensure smooth onboarding experiences and resolve platform-related challenges for new projects.
- Tracked the success of the onboarding process, identified areas for improvement, and implemented necessary changes, leading to a 200% increase in efficiency within the first month.
- Maintained daily communication with over 50 projects to ensure a high retention rate, actively engaging with each project to address their needs and strengthen ongoing partnerships.

Marketing Advisor/Fractional Chief Marketing Officer | Lucidia (https://lucidia.io) | 01/2024 – 08/2024 (Remote, Full Time) | UAE
- Supported the concepting of pitch decks, supervised the website, and oversaw operations, which contributed to raising around $600,000 in project tokens during the pre-seed round.
- Developed and executed a comprehensive marketing strategy with a total budget of $5,000 per month that aligned with Lucidia's mission and business goals, focusing on digital channels to enhance brand awareness and market penetration.
- Lad a marketing team of 10 members in creating engaging content, campaigns, and promotions tailored to diverse audiences, with a keen focus on the gaming community and Web3 enthusiasts, resulting in a 3x growth of the community in total over 4 months.

Community Lead | RedCat Multiverse (https://redcatmultiverse.io) | 02/2022 – 12/2023 (Remote, Full Time) | US
- Led a team of seven individuals under my leadership to facilitate community growth, expanding from 250 members to 30K members in a successfully established vibrant and engaged local communities, consistently maintaining an average engagement rate exceeding 30%.
- Guided the growth and engagement of the global Web3 community by planning and executing a variety of engaging online events, including AMA sessions, game nights, community calls, art and meme contests, resulting in monthly AMAs with consistently more than 100 participants.

Forex and Crypto Trader | Self-Employed | 01/2020 – 12/2023 (Remote, Part Time) | ID
- Conducted in-depth market research and analysis to design a product/service with a strong potential unique selling proposition (USP).
- Achieved a total portfolio growth of 80,000% within the first year of personal cryptocurrency investment.
- Managed and scaled a forex leveraged trading account, achieving 100% growth within the first six months of the market research phase.
- Led educational initiatives to raise awareness about cryptocurrency and blockchain technology, helping individuals better understand digital assets and securities through community-driven outreach and engagement.

Dataset Creator | Synthesized Media (https://impressions.app) | 06/2020 – 12/2021 (Remote, Full Time) | US | *Web2*
- Developed a better, more effective, and efficient infrastructure system for programming command execution to create the datasets for deepfake technology.
- Contributed actively to the team by providing constructive feedback to assist in building out a better Synthesized Media infrastructure and troubleshooting the problems in dataset creation.
- Successfully created over 200 datasets for deepfake technology within a year

Co-Founder | Triarsa | 12/2018 – 12/2019 (Full-Time, On-Site) | ID| *Web2*
- Co-founded Triarsa, a startup focused on producing 100% biodegradable bioplastics made from seaweed, with a flagship product: seaweed-based straws.
- Led project and product management, overseeing R&D, stakeholder communication, and operational execution.
- Successfully secured $35,000 in seed funding within the first week of pitching, contributing to the company's early-stage growth.
- Represented Triarsa at several international pitch events, delivering presentations to investors and environmental impact stakeholders.
- Monitored market trends and emerging threats to ensure brand positioning and competitive advantage.
- Responded to customer inquiries with timely, accurate information, improving support satisfaction.
- Collaborated on testing and implementing new tools to streamline operational workflows and customer support processes.

EDUCATION
- **Doctorate's Degree in Science and Mathematics (Dr.),** Universitas Airlangga, Surabaya, Indonesia *04/2020 – 08/2022*
- **Master's Degree in Chemistry (M.Si),** Universitas Airlangga, Surabaya, Indonesia *07/2018 – 04/2020*
- **Bachelor's Degree in Chemistry (S.Si),** Universitas Airlangga, Surabaya, Indonesia *07/2012 – 08/2016*

KEY SKILLS

Community Growth Strategy	Cross-Cultural Communication	Performance Marketing
Web3 Brand Positioning	Partnership Development	Optimization
KOL & Influencer Relations	Content Strategy & Localization	Crisis & Reputation Management
User Acquisition & Retention	Community Management	Product Launch Strategy
Data-Driven Marketing	Operations	Growth Hacking & Viral Loops
Campaign Planning & Execution	Event Marketing & AMA	Team Leadership & Mentorship
Market Penetration Strategy	Coordination	Community-Led Education

MORE INFORMATION
LinkedIn
https://www.linkedin.com/in/al-rizqi/
TikTok (Trading-Related Contents)
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