Content, Marketing, Socials & Community Growth For Spheron

BACKGROUND

I led Technical content, Marketing content, Social, SEO, and community for Spheron, focusing on developer-focused guides, GPU deployment tutorials, and AI infrastructure explainers. The goal was simple: attract builders, not vanity traffic.

INITIATIVE

Org implemented Google Search Console 16 months ago, and I built an organic content and SEO motion from the ground up. Over this period, **my content generated 8.13+ million Google Search impressions and 83.2K Organic Clicks**. In the last 3 months alone, it drove 8.5K+ clicks, showing sustained and growing demand rather than a one-time spike.

Without any paid link building, **organic backlinks increased from around 700 to 8.7K+ and Domain Rating from 37 to 55** as technical guides and tutorials aged and ranked. Domain rating improved steadily as a direct result of consistent, high-intent developer content.
In parallel, **I worked closely with the team to grow the Discord community to 245K members at its peak**. The community currently stands at 222K active members, reflecting long-term retention rather than short-term campaign-driven growth.

“8.13M+ search impressions + 83.2K Clicks generated organically.”
“520+ technical articles and guides published.”
“Organic backlinks increased from around 700 to 8.7K+ and Domain Rating from 37 to 55”
“Built 245K+ and moderated global developer communities across Discord, X, YouTube, and Galxe.”

CONTENT, SEO IMPACT & 100+ PARTNERSHIPS

BACKGROUND

I led technical content and SEO for Spheron, focusing on developer-focused guides, GPU deployment tutorials, and AI infrastructure explainers and marketing blogs, and research. The goal was simple: attract builders, not vanity traffic.

INITIATIVE

Over 16 months, **my content generated 8.13+ million Google Search impressions with 83.2K Clicks, with 8.5K+ clicks** in the last three months alone. Through SEO-driven, high-intent technical content, **organic backlinks grew from around 700 to 8.7K+ without any paid link building**. **Domain Rating increased from 37 to 55** as the content aged and ranked organically.

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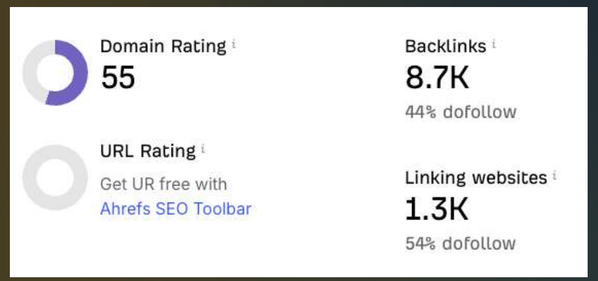

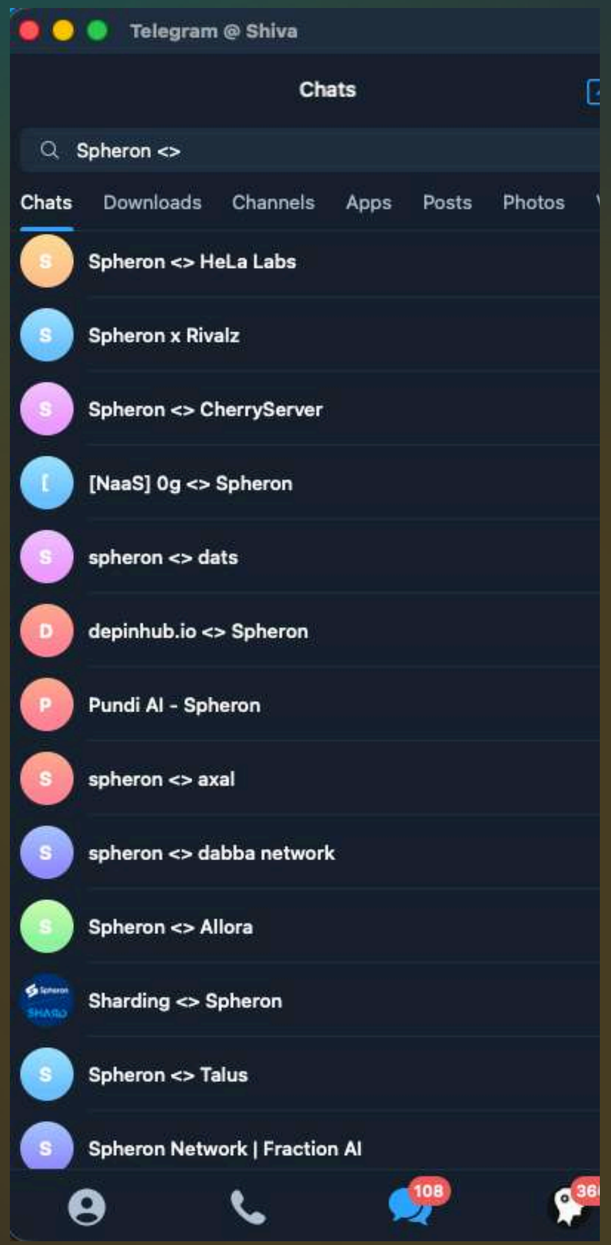

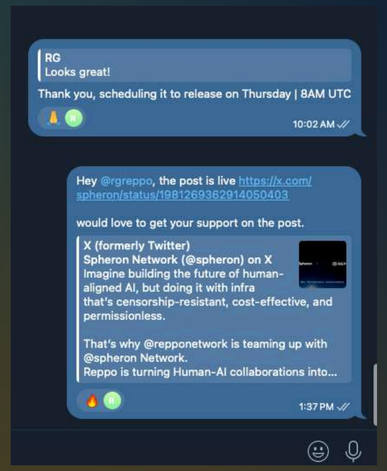

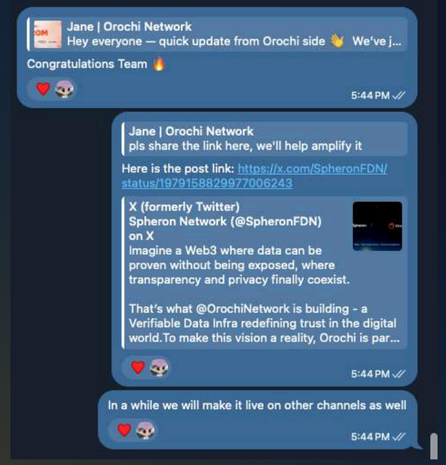

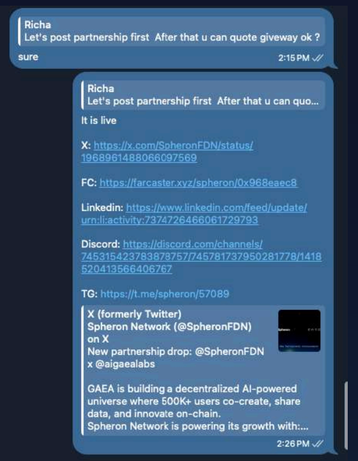

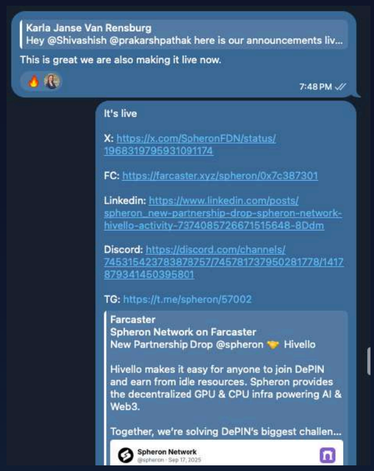

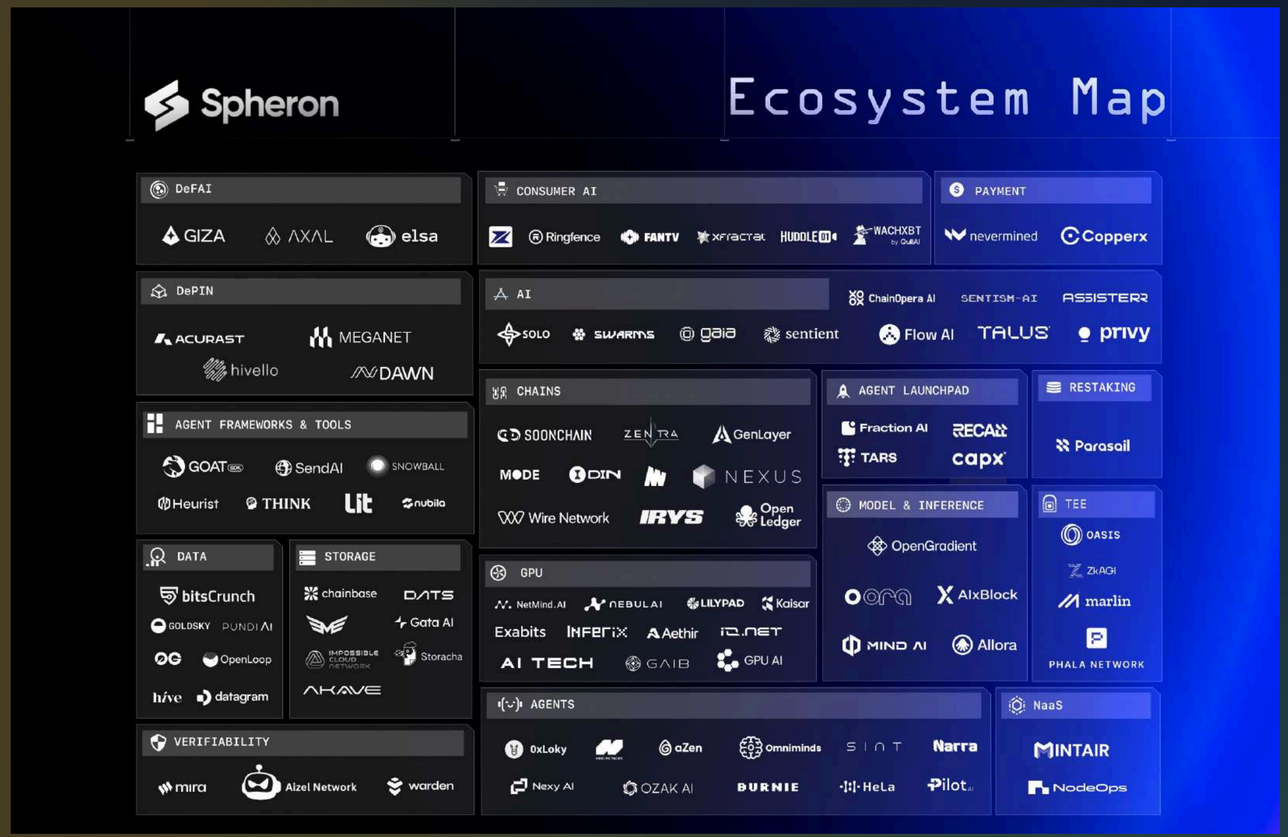

Helped Spheron Team to close 100+ partnerships with multiple projects by leading the content and launch execution. Owned partnership blogs, announcements, and social media rollouts across platforms. Replicated and adapted partnership creatives to reduce dependency on the design team and speed up go-live timelines.

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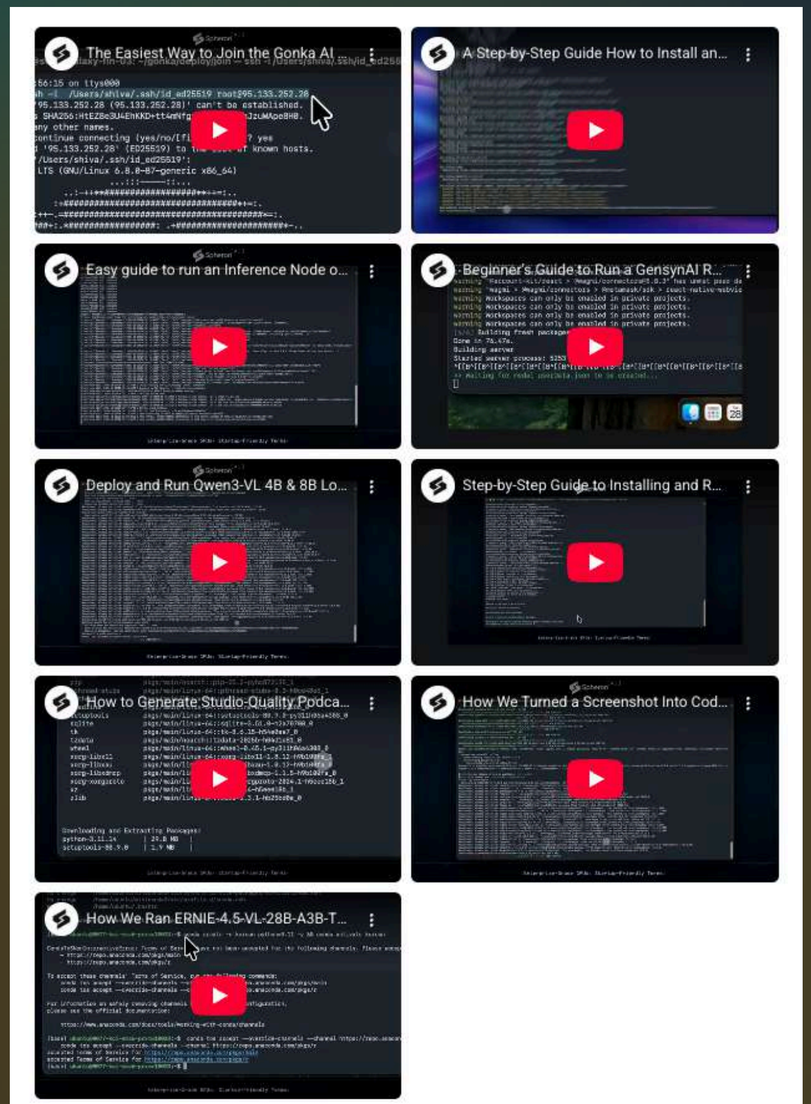
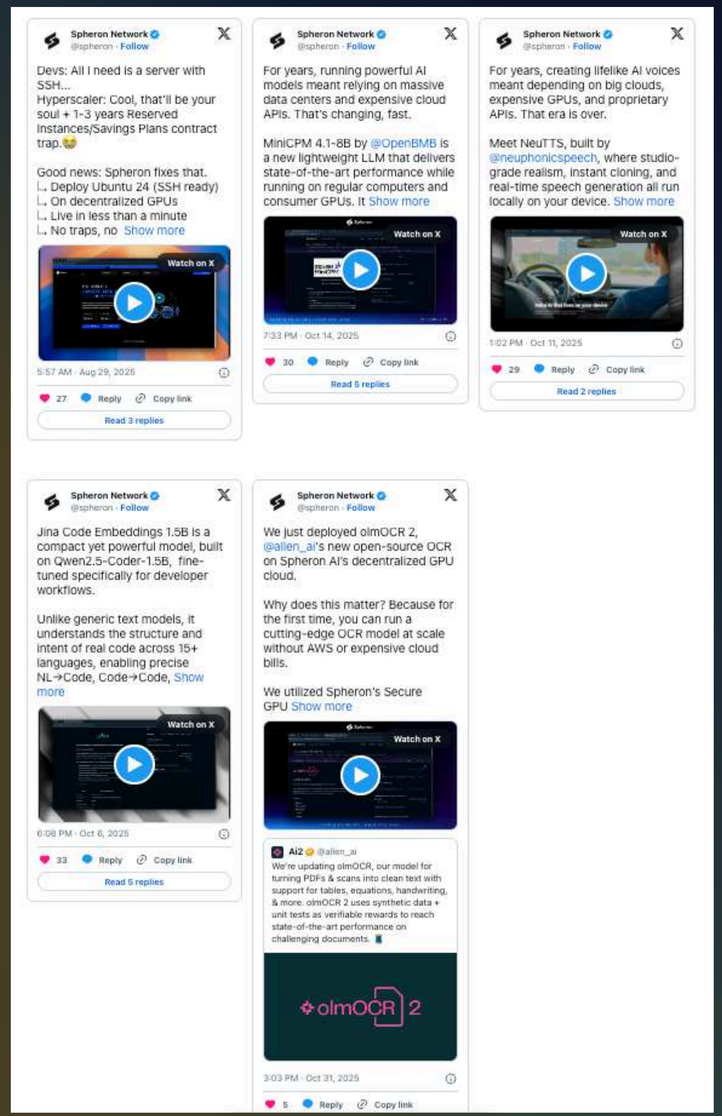




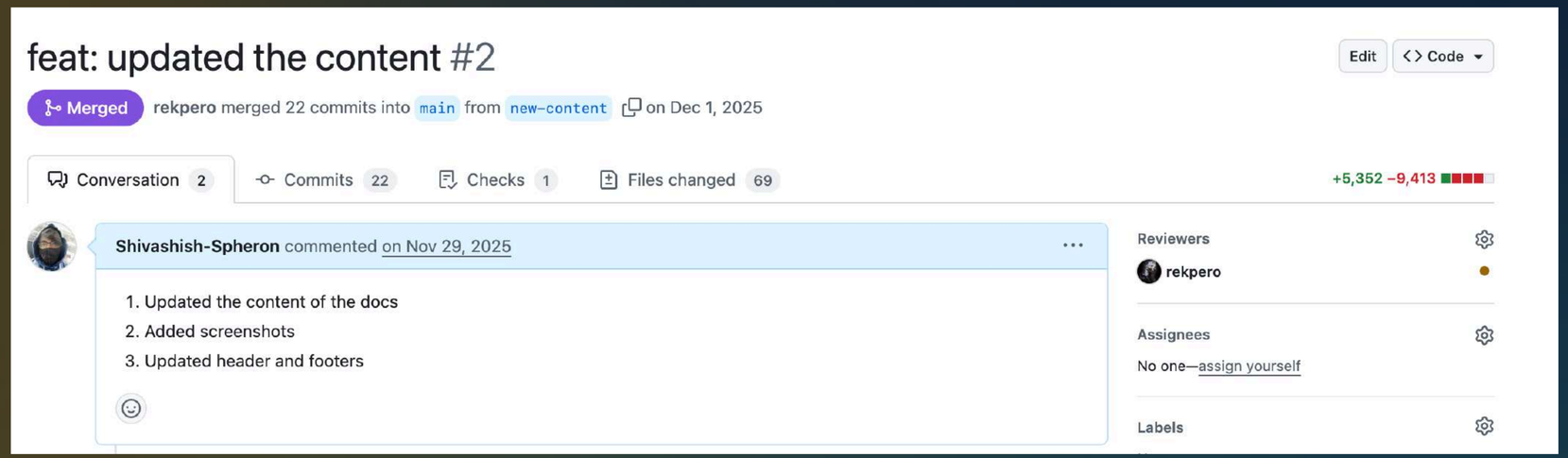
AI,ML,LLM TUTORIAL VIDEOS

Created hands-on video tutorials focused on LLMs, AI models, and real-world deployment workflows. My videos walk developers through running, fine-tuning, and deploying models, often covering trending projects on Hugging Face and modern AI stacks

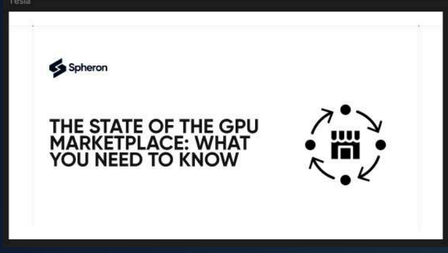
LINK

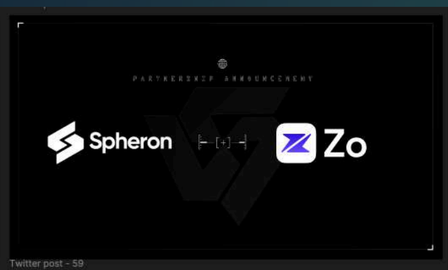
DOCUMENTATION CONTRIBUTIONS

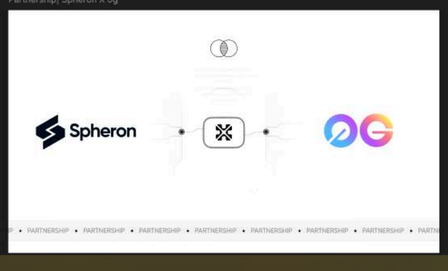
Contributed code and content commits to the documentation website to improve clarity, structure, and overall developer experience.

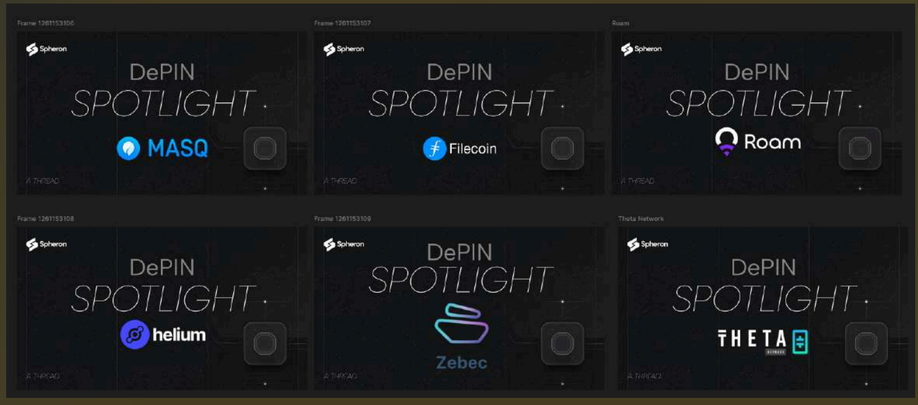


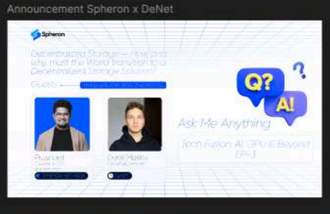
I designed a wide range of **marketing and product creatives, including banners, social media posts, campaign visuals, and launch assets.** These designs were used across blogs, newsletters, social platforms, and community channels to support product launches, announcements, and ongoing campaigns. Each design focused on clarity, brand consistency, and readability while supporting technical content and community-driven initiatives.

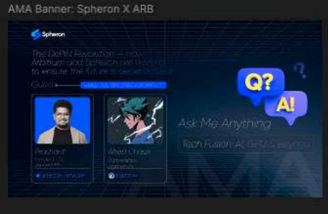


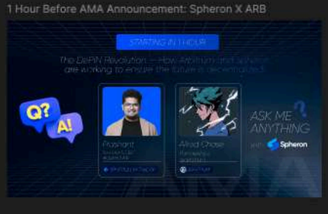


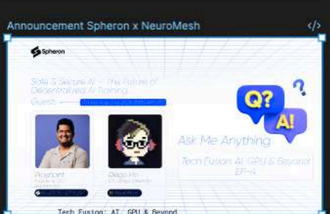


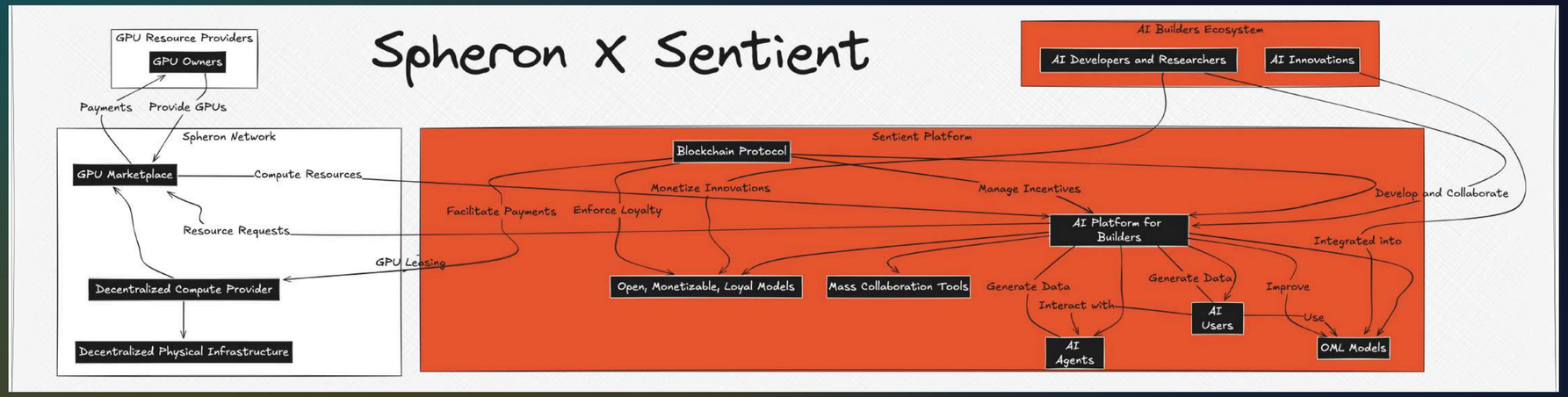


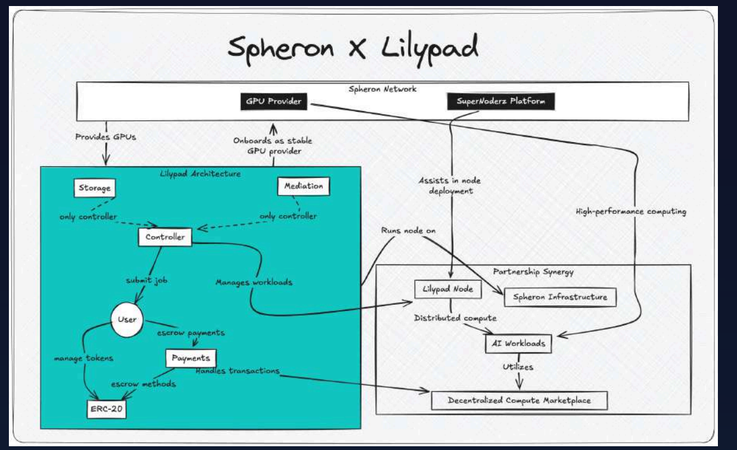


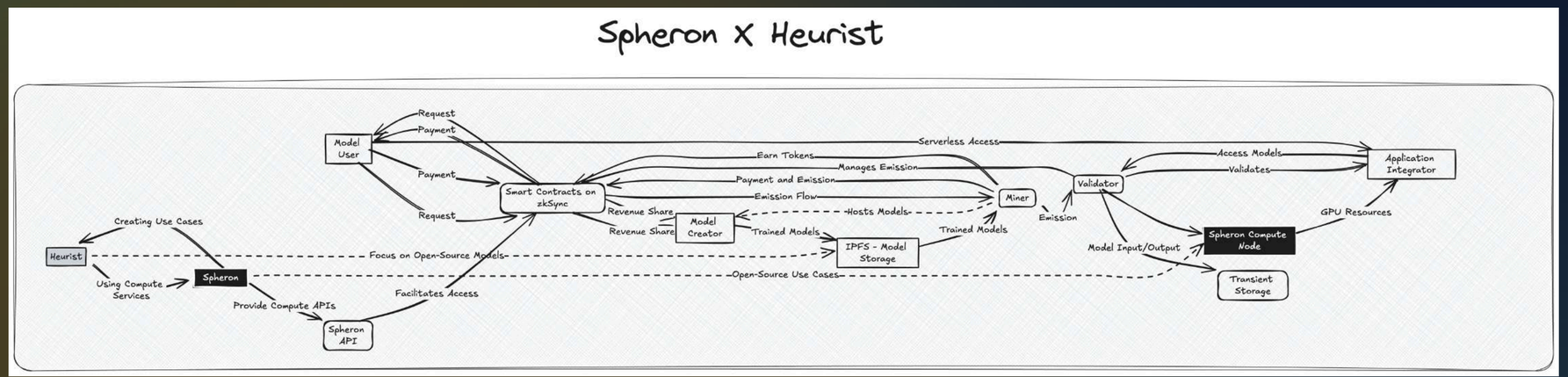


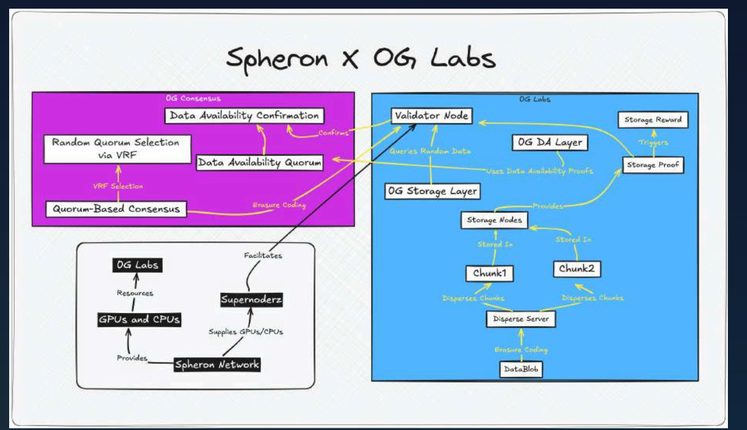




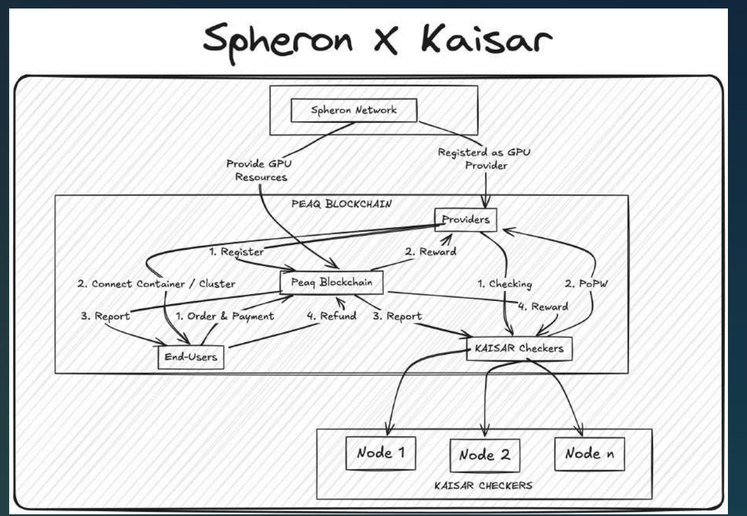






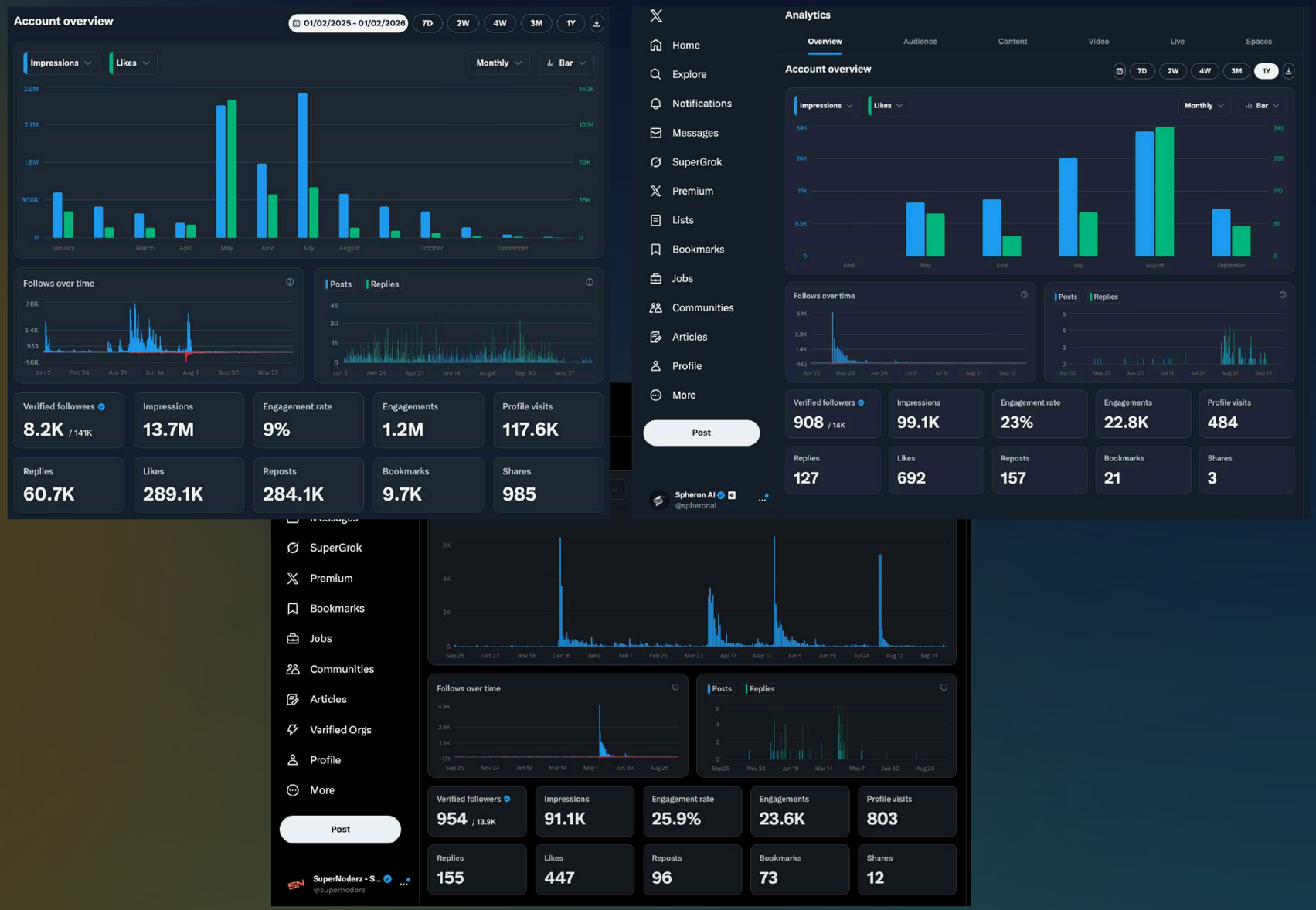


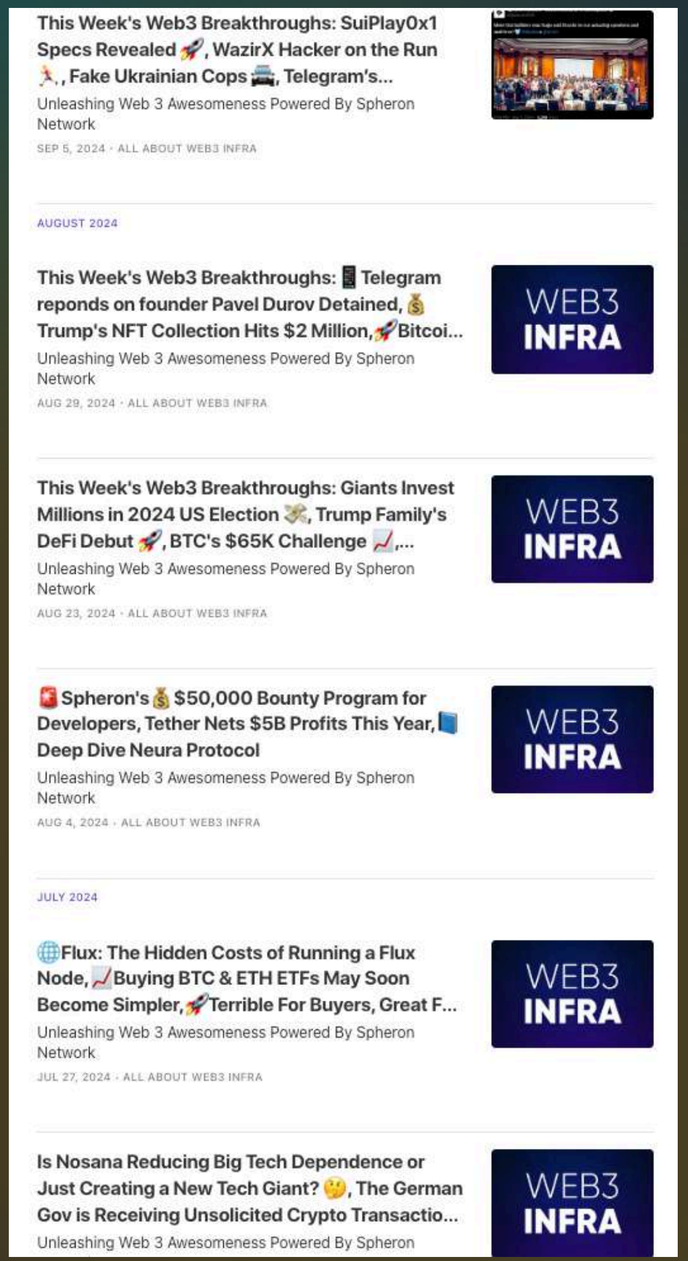
Created detailed partnership integration diagrams to visually explain how technical integrations work and how developers can leverage them in real workflows. Translated these diagrams into clear, developer-focused blog posts, covering architecture, use cases, and implementation details to make partnerships easier to understand and adopt.

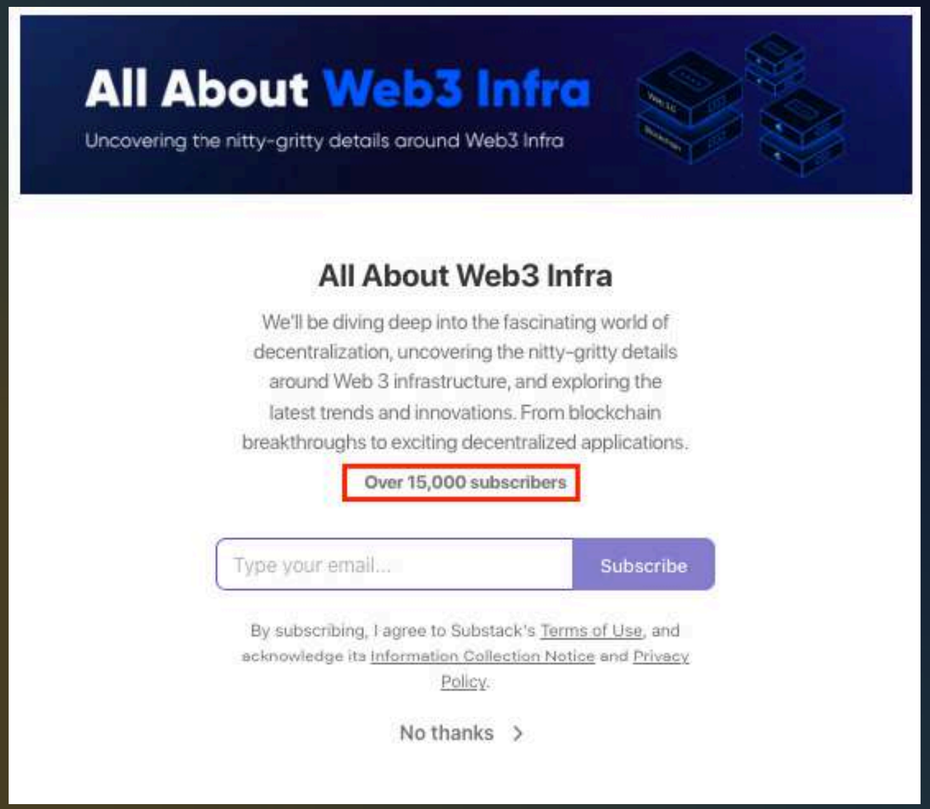


SOCIAL MEDIA HANDLING

Managed Spheron's X account and drove **13.7M total impressions with a 9% engagement rate, generating 1.2M engagements and 117.6K profile visits**. Consistent product updates, video content, and community-driven posts increased visibility and engagement while supporting product launches and developer communication.







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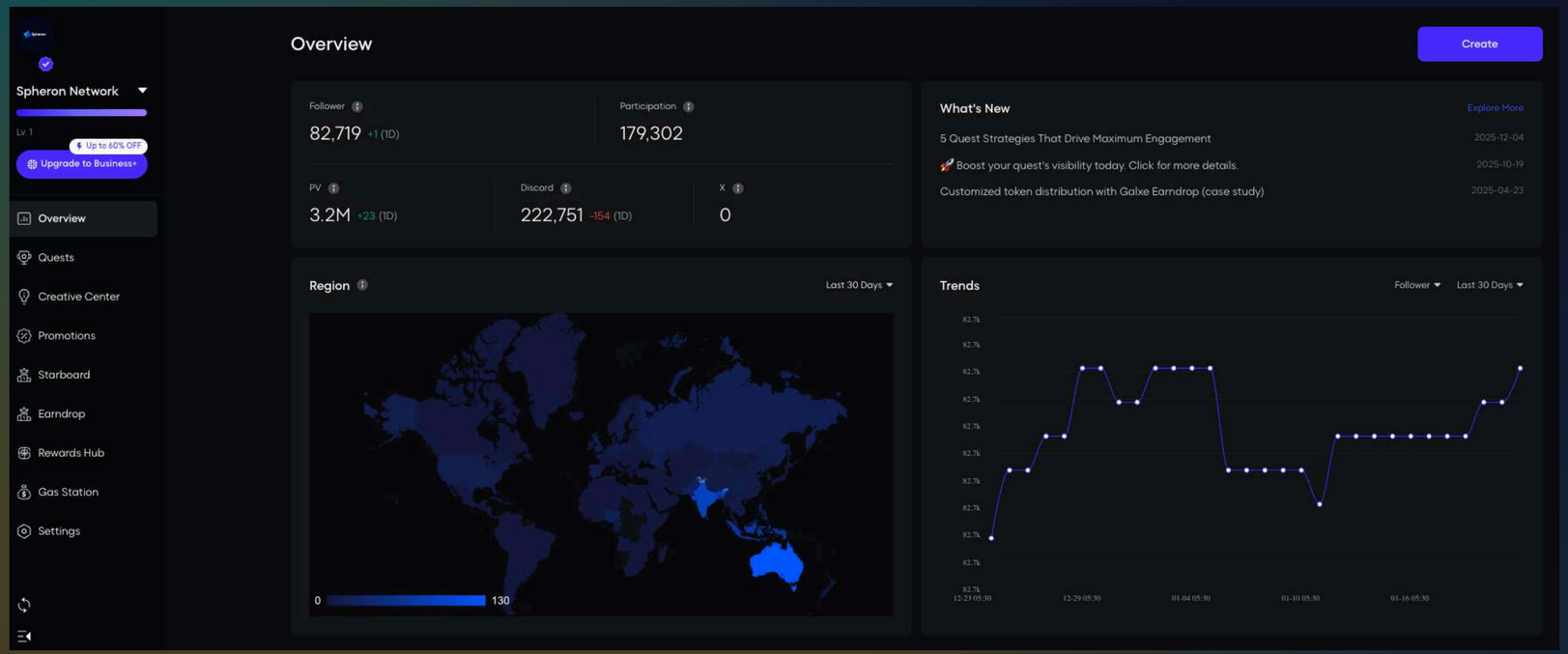
SUBSTACK NEWSLETTER AND RESEARCH WRITING

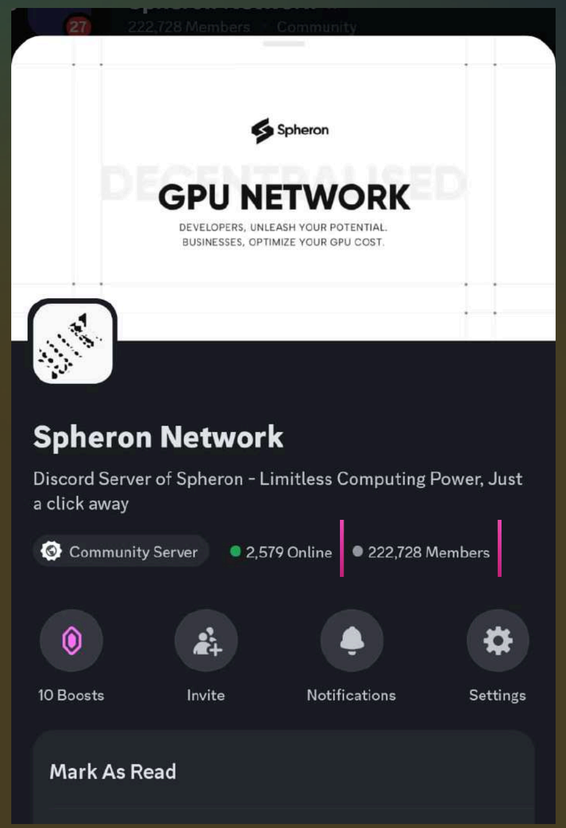
I launched and managed the Web3Infra Substack newsletter, growing it from zero to **15K subscribers within five to six months. I published 50+ in-depth research articles on Web3 infrastructure and ecosystem projects,** focusing on technical clarity, real-world use cases, and long-term reader value.

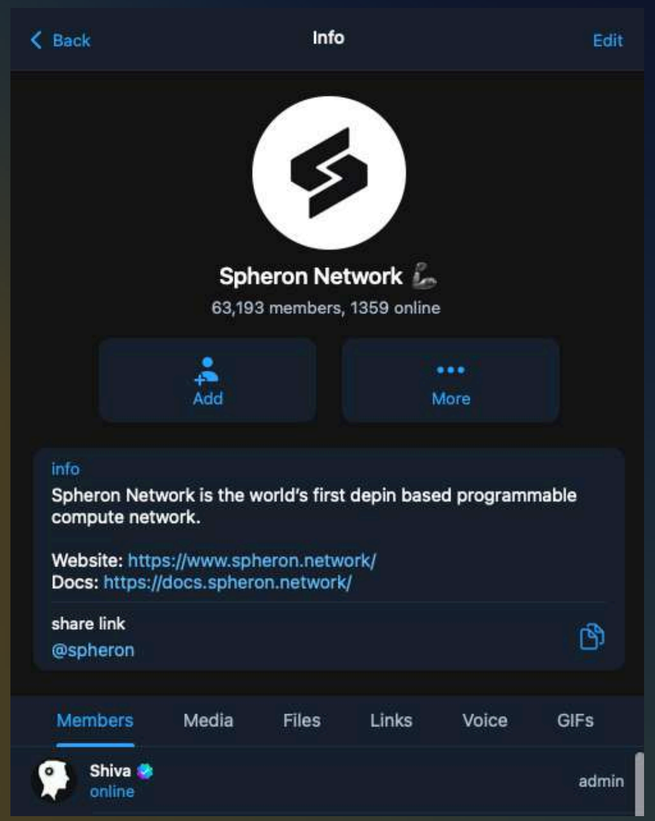
GALXE CAMPAIGNS AND GROWTH PROGRAMS

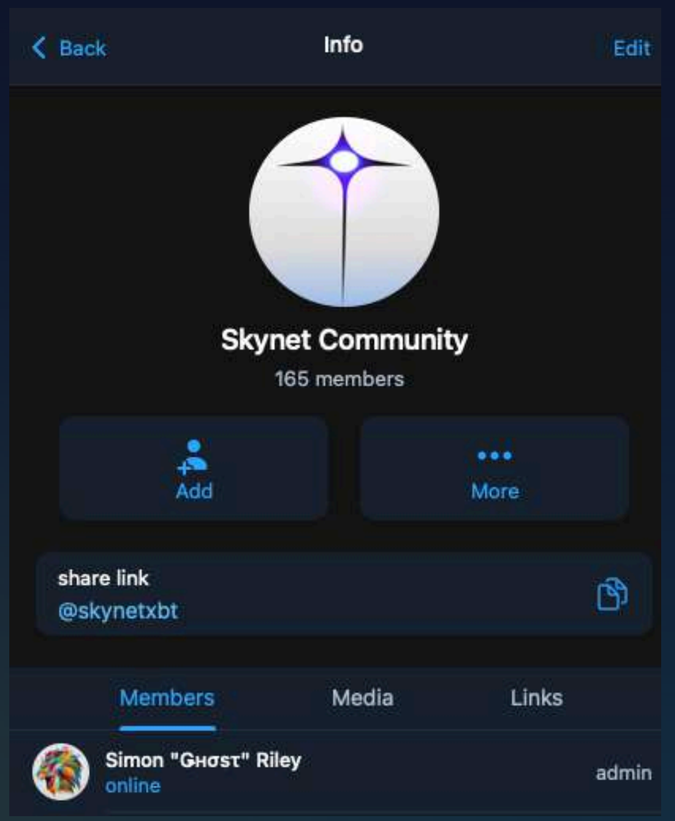


I ran and managed **Galxe campaigns that generated 3.2M page views and onboarded 179K participants.** One of the campaigns ranked among the most trending quests on Galxe and ran continuously for two months, **June and July 2025**, driving sustained community engagement rather than short-term spikes.”

DEVELOPER COMMUNITY GROWTH AND ENGAGEMENT

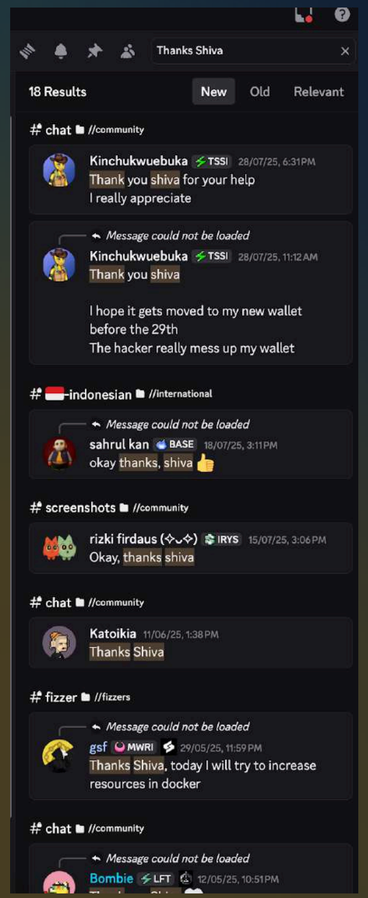


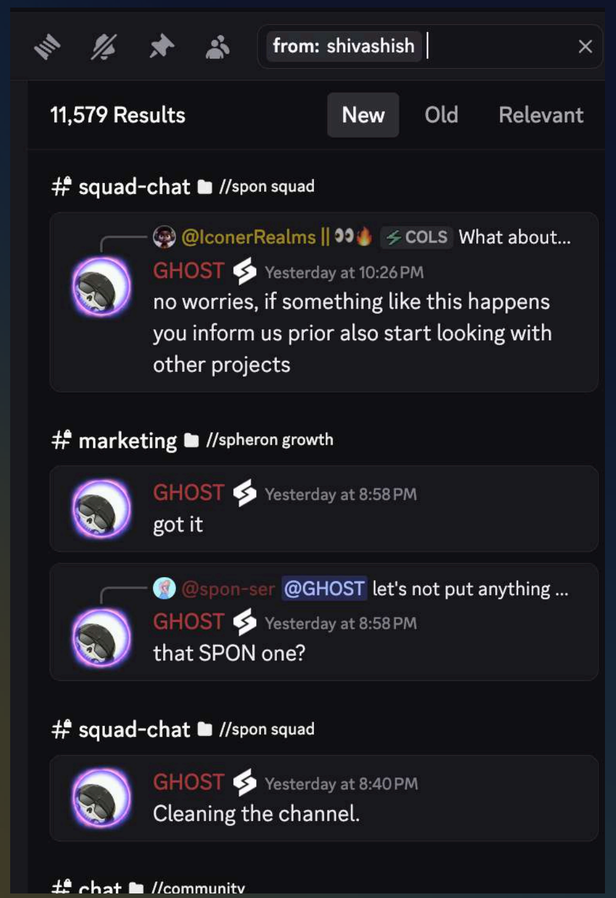


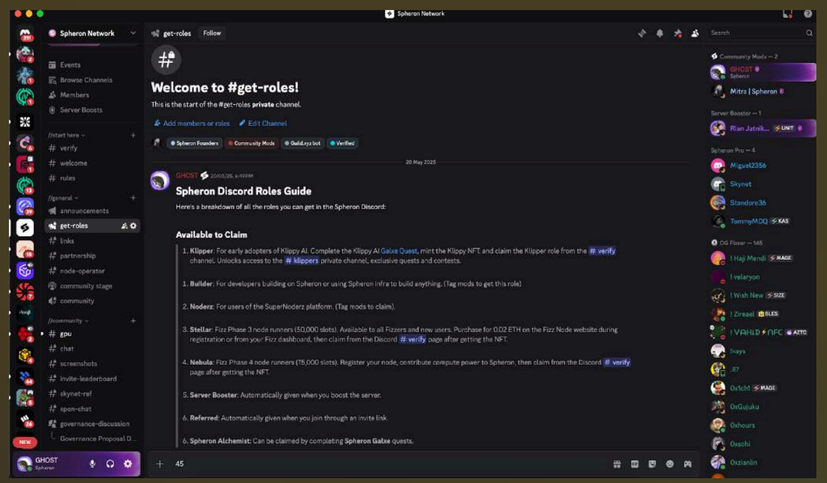


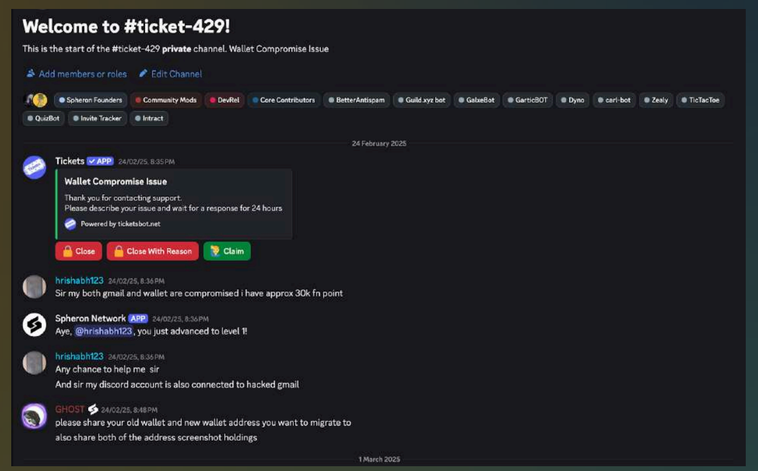
Admin for the Spheron Discord, TG and Skynet Telegram channels, where I grew the **Telegram community to 70K members** by running structured community campaigns across Galxe, Superteam, and Discord. I worked closely with the team to scale the **Discord community to a peak of 245K members. The community currently stands at 222K active members**, reflecting long-term retention driven by consistent engagement rather than short-term campaign spikes.

DISCORD COMMUNITY ADMINISTRATION AND MODERATION





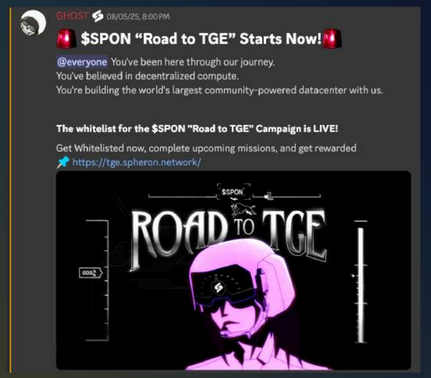


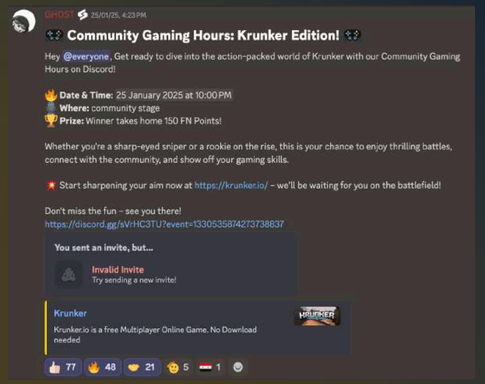


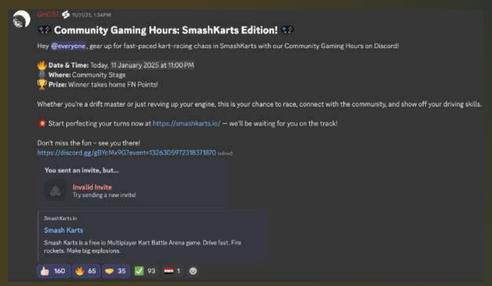
Discord/Telegram Community Admin and Moderator for the Spheron Network. **I handled all official announcements, created and managed channels, including international communities, and provided technical support to Fizz node providers.** I managed support tickets, ran community activities and engagement programs, and led initiatives such as the SPON Squad and Spheron Ambassador Program to drive long-term community growth and retention.

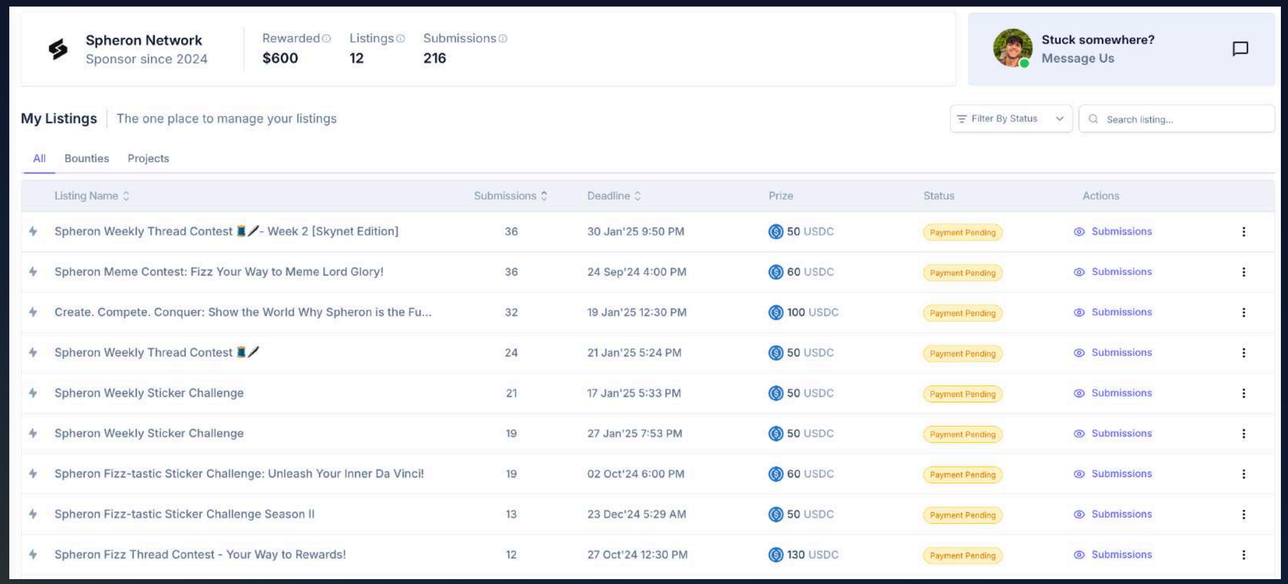
DISCORD AND COMMUNITY INITIATIVES

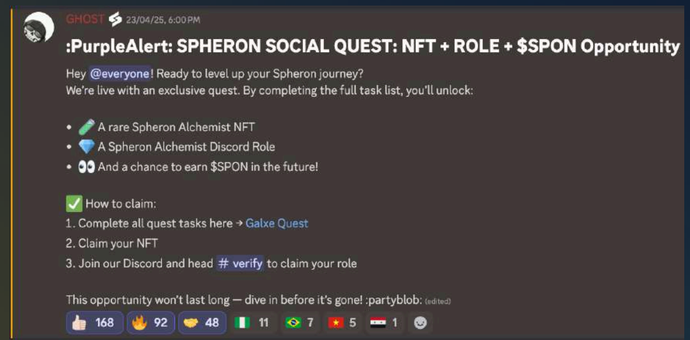
Hands-on management of Discord community initiatives, including announcements for contests, quests, gaming hours, and reward-based campaigns. **I planned, launched, and coordinated weekly challenges, tracked participation, and managed rewards across platforms like Galxe and Superteam, Zealy**. These activities drove consistent engagement, repeat participation, and long-term community retention

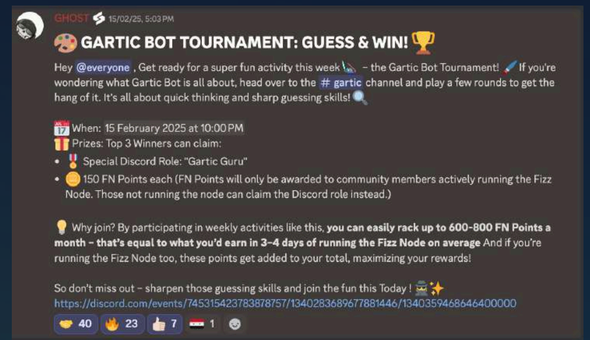


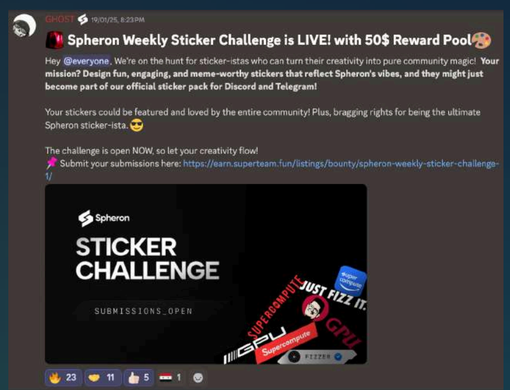












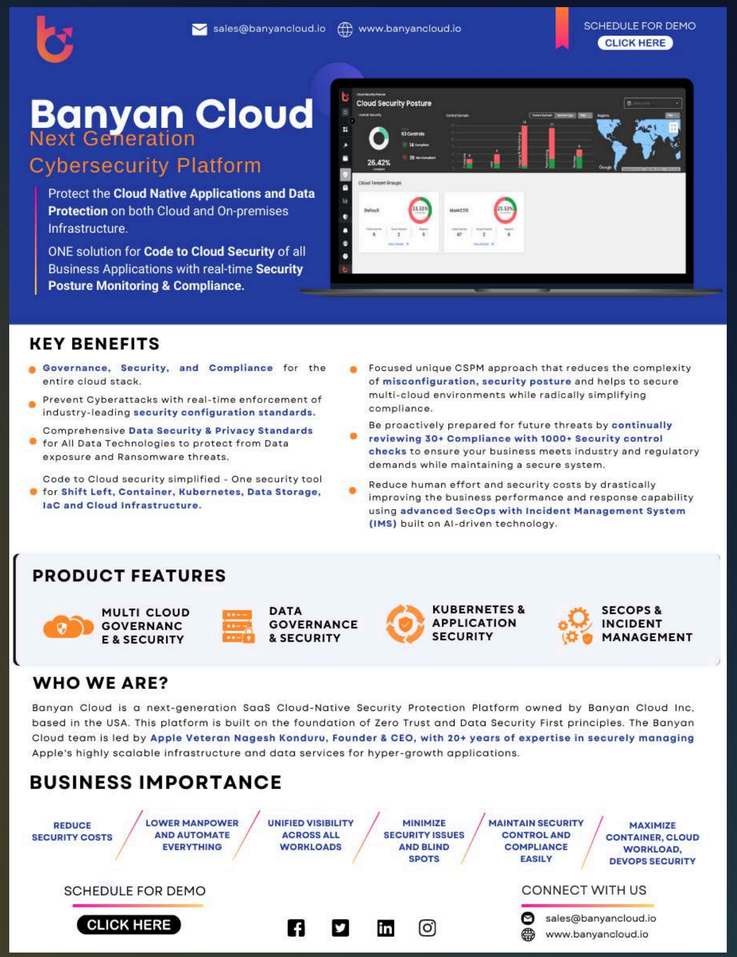
PRODUCT MARKETING DOCS

BACKGROUND

Customers were not always informed of the new features being rolled out across the company's products. This lack of information could only be resolved by contacting technical support. It was crucial to keep customers informed of updates to enhance their developer experience.

INITIATIVE

To address this issue, I took the initiative to write monthly marketing docs highlighting the new features, enhancements, and tweaks implemented across our products. This information was promoted through email marketing channels. I collaborated with the development, testing, and management teams to gather and compile the necessary information for the future blog posts too.



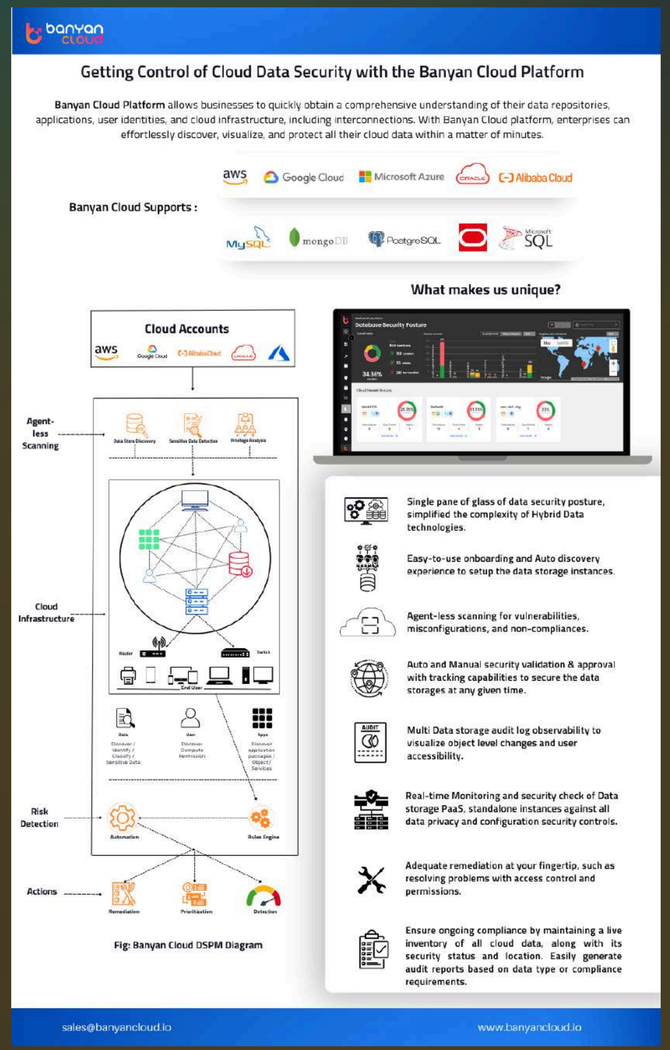
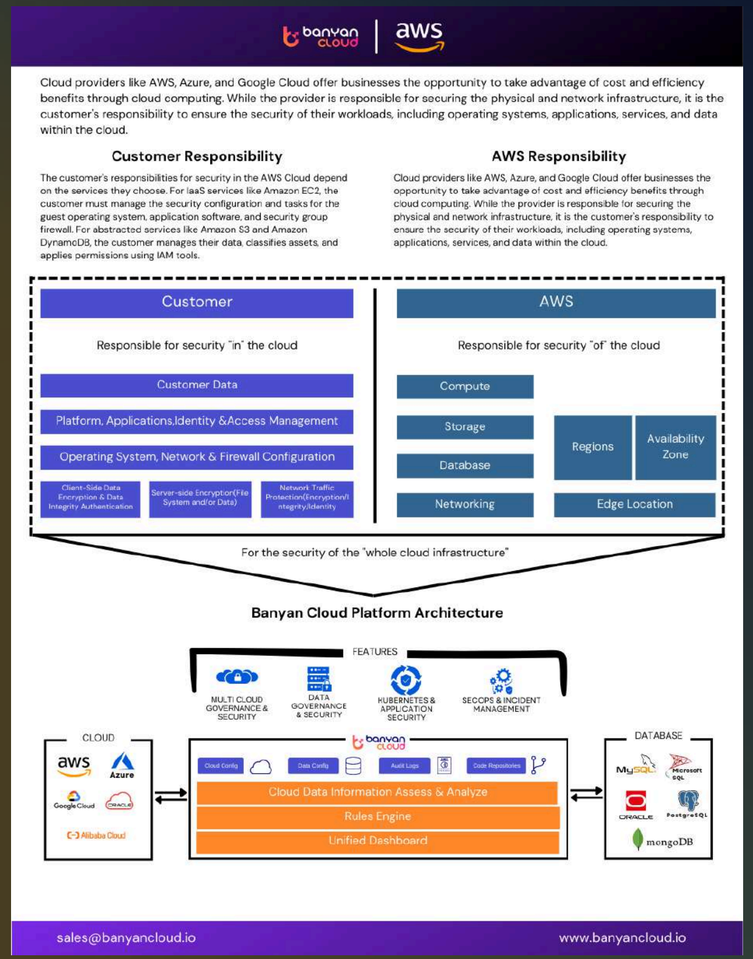


Fig: Banyan Cloud DSPM Diagram



PRODUCT DOCUMENTATION, INFORMATION ARCHITECTURE, CONTENT STRATEGY & DESIGN

BACKGROUND

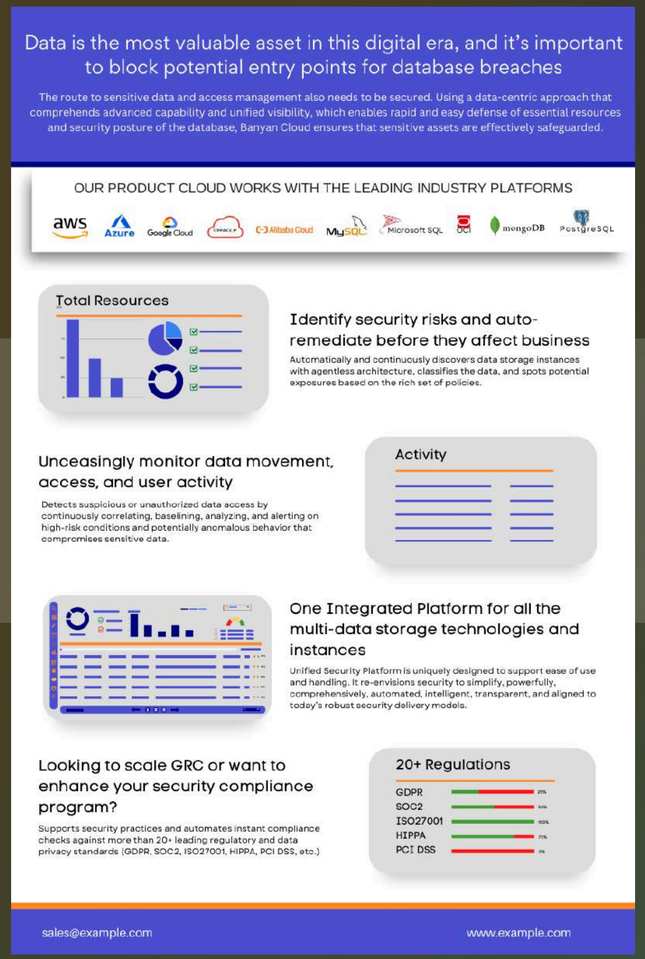
As I was the only Technical Writer so company needed a designer with writing technical content, but also needed someone to

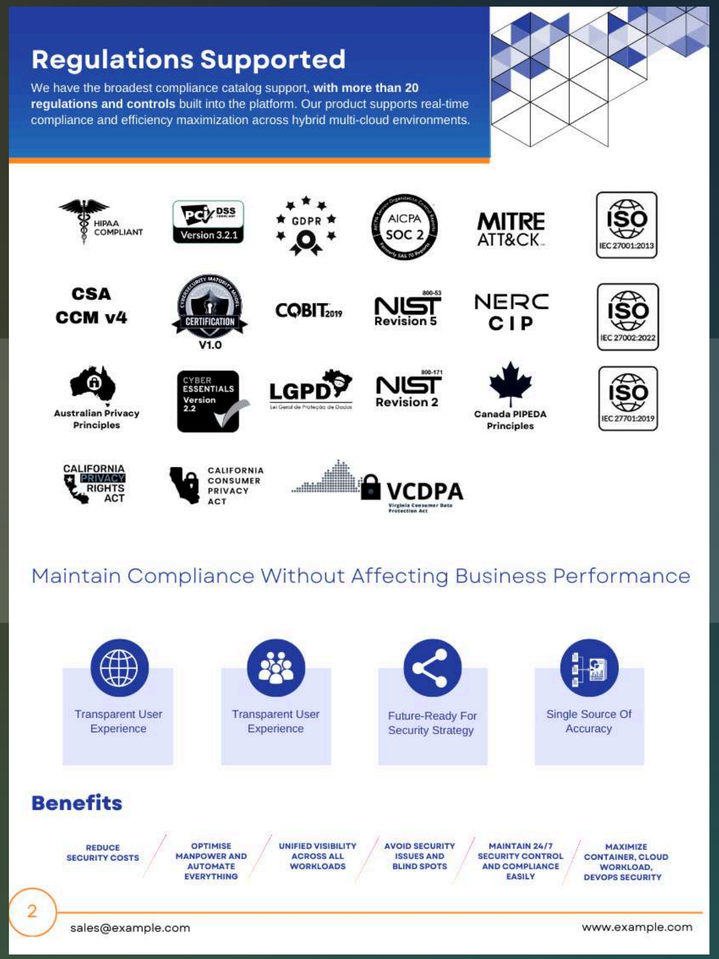
- Review the information architecture and set up a content strategy for their products,
- Advocate for good documentation practices,

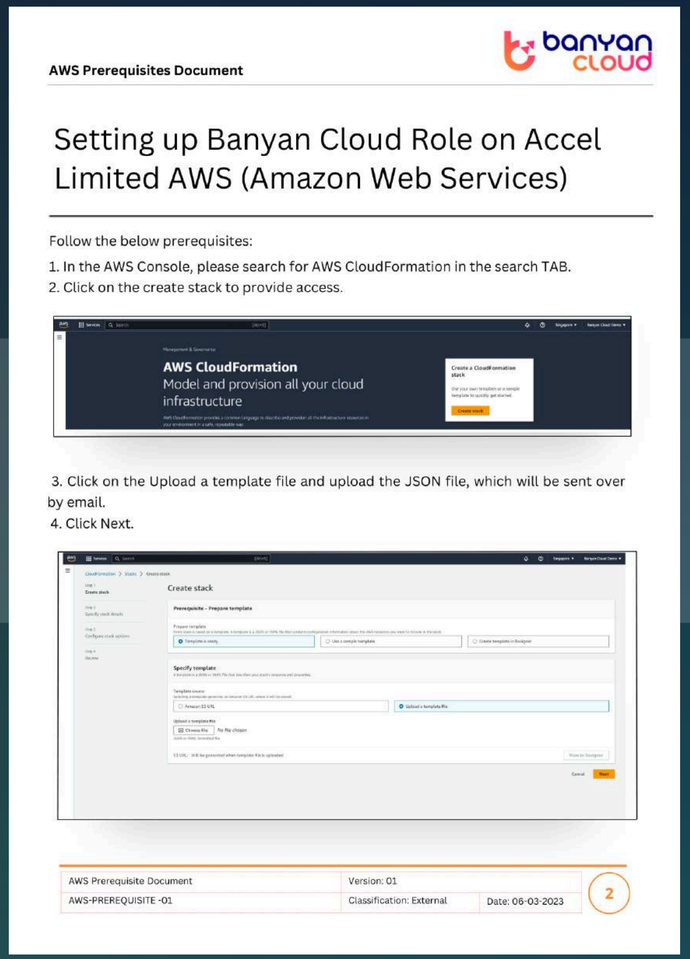
INITIATIVE

To improve the overall user experience and increase customer satisfaction, I took the initiative to revamp several aspects of the company's products, including product marketing documents, product documentation, information architecture, and content strategy and design.

MORE PRODUCT DOCUMENTATION, INFORMATION ARCHITECTURE, CONTENT STRATEGY

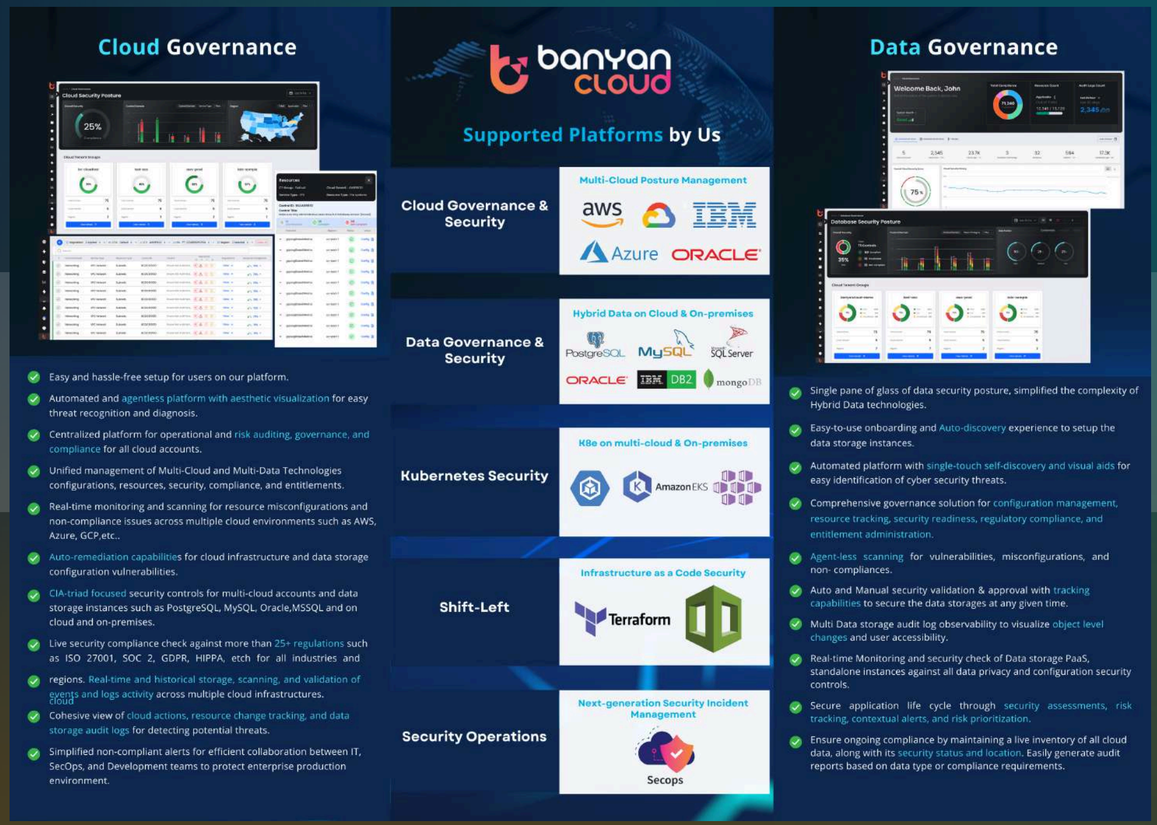






FLYER & BROCHURE CREATED AND DESIGNED FOR GISEC EVENT

I took the initiative to create and design a flyer and brochure to promote products and services. The flyer and brochure were designed to be visually appealing, informative, and engaging to attract potential customers and increase sales.



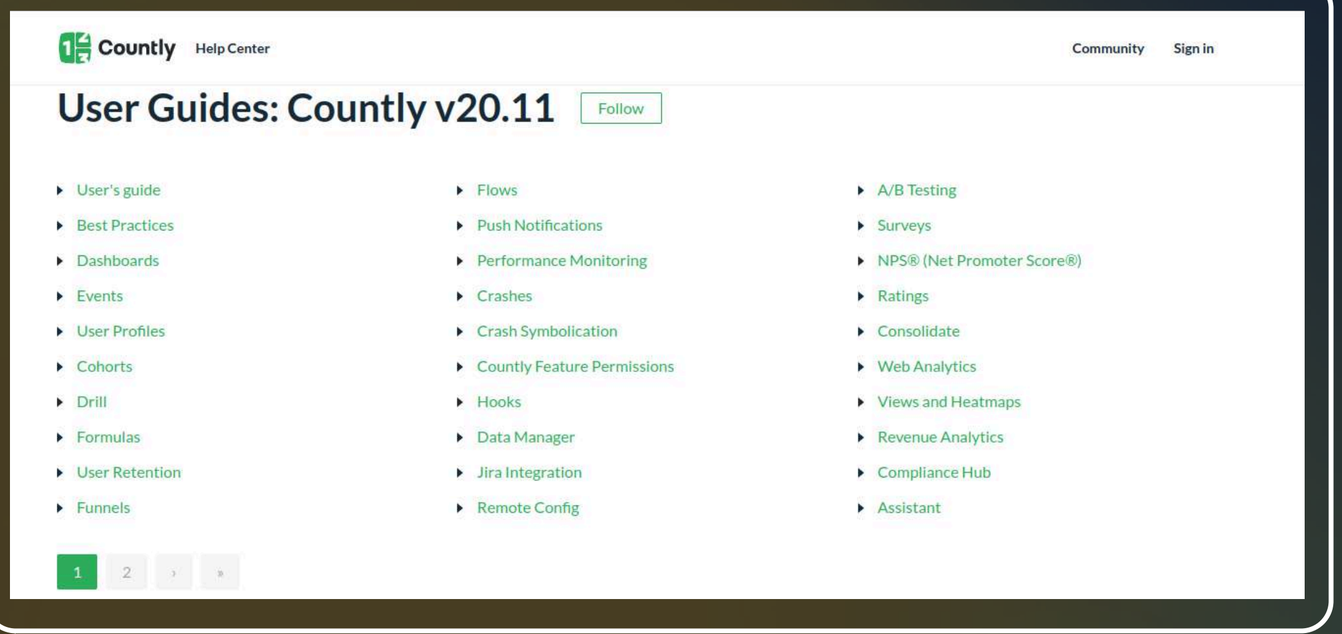
SOCIAL MEDIA POSTER CONTENT AND DESIGN

The creation and design of the social media posters were successful in promoting products and services, generating engagement, and increasing brand awareness. The visually appealing and informative design helped to capture the attention of our target audience and effectively communicate our message.

CLICK HERE **TO SEE MORE WORK**

USER GUIDE (FREELANCE WORK)

LINK



As a technical writer, I was tasked to help developers with creating a user guide for the Countly Analytics platform. The guide was designed to provide users with a comprehensive understanding of the platform's features and functionality and to help them get started with using Countly effectively.

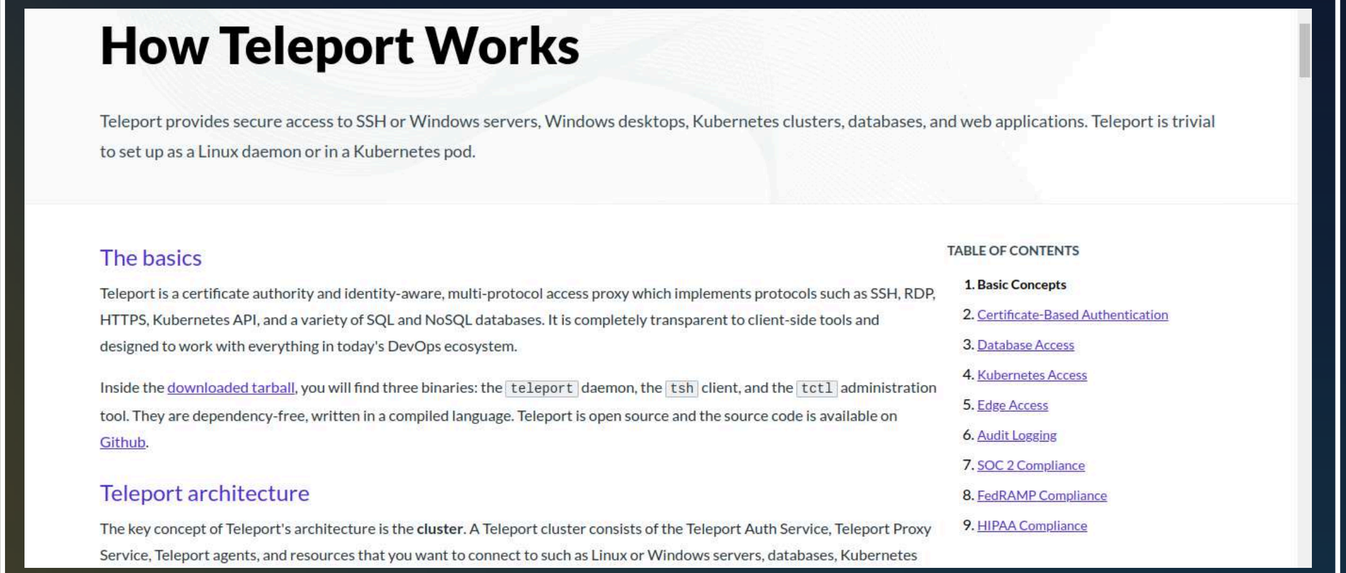
To create the user guide, I first conducted thorough research on the Countly platform, its features, and its target audience. I then worked closely with the development team to ensure that the information in the guide was accurate and up-to-date.

ONLINE HELP (FREELANCE WORK)

As a freelancer, I was responsible for creating an online help document for the website Teleport. This project involved a thorough understanding of the website's features and functionalities, as well as the ability to convey complex technical information in an easily digestible format.

To complete the project, I collaborated closely with the website's development team to ensure that the online help document was accurate, up-to-date, and reflected the latest changes and updates to the website. Additionally, I utilized my strong writing and communication skills to ensure that the document was accessible and easy to understand for users of all technical levels.

LINK



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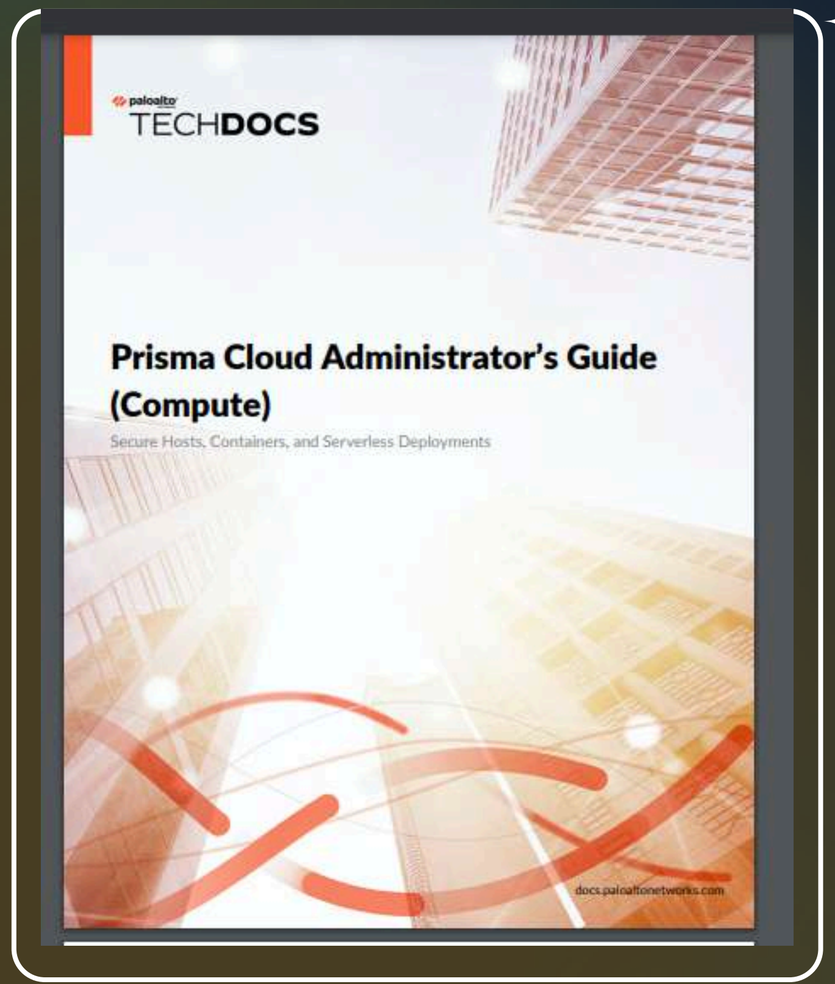


API DOCUMENTATION (FREELANCE WORK)

As a freelance technical writer, I was responsible for helping to create API documentation for the Palo Alto Networks Prisma Cloud platform Senior Tech Writers. This project involved a thorough understanding of the platform's features and functionalities, as well as the ability to convey complex technical information in an easily digestible format.

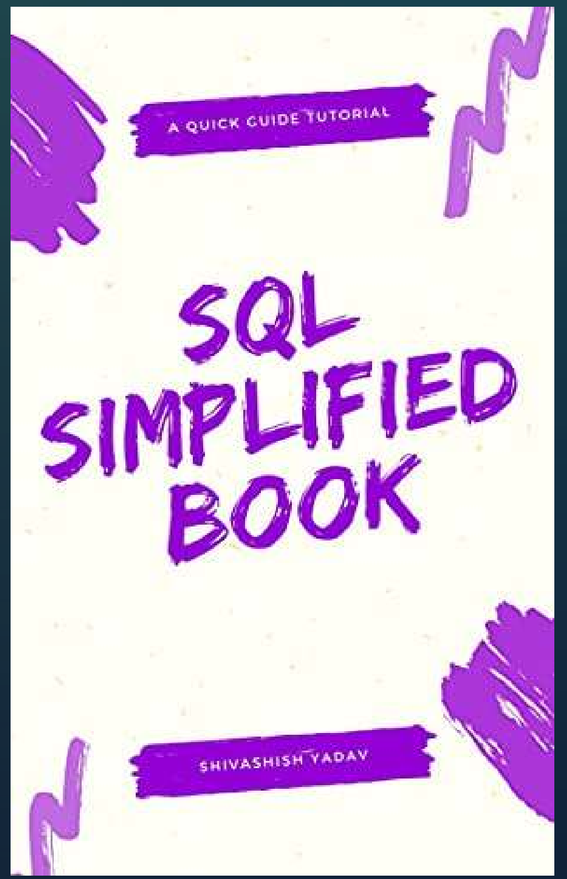
To complete the project, I collaborated closely with the platform's development team to ensure that the API documentation was accurate, up-to-date and reflected the latest changes and updates to the platform. Additionally, I utilized my strong writing and communication skills to ensure that the documentation was accessible and easy to understand for users of all technical levels.

PUBLISHED BOOK

SQL Simplified: A Book for SQL Beginners is a concise and informative guide that aims to simplify the fundamentals of SQL for beginners. The book provides a step-by-step approach to learning SQL, with clear explanations and examples that make it easy to understand even for those with no prior experience.

The book covers all the basics of SQL, including creating and manipulating tables, querying data, and performing basic database management tasks. It also includes advanced topics such as joins, subqueries, and aggregate functions, making it a comprehensive guide for anyone looking to learn SQL from scratch. What sets SQL Simplified apart is its focus on simplicity and clarity.

I have taken great care to ensure that the book is easy to read and understand, with clear explanations and plenty of examples to illustrate each concept. The book is also structured in a way that allows readers to learn at their own pace, making it an ideal resource for both self-paced learning and classroom instruction.



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