

RYAN ELS

Social Media Manager - Community Growth Specialist

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PROFESSIONAL SUMMARY

Social media manager with a proven track record of building tech audiences from scratch - 10.8K followers and 49M organic views in 10 months at Lingo.dev, with zero ad spend. Across all platforms, I have generated over 150M impressions entirely through organic content. I understand developer culture from the inside as a hobbyist programmer, which is why my content resonates with engineers rather than just reaching them. I landed my most recent role through inbound: a tech CEO found my personal account and reached out directly.

EXPERIENCE

Social Media Manager | [Lingo.dev](https://lingo.dev) | May 2025 – March 2026 | Remote

- Grew the company's X (Twitter) account from zero to 10.8K followers and 49.2M organic views in 10 months - no paid promotion, no influencer partnerships.
- Created viral technical content repeatedly within the developer community; several posts exceeded 1.2M views by identifying trends engineers genuinely care about.
- Expanded presence to Threads, generating over 2M views within 90 days of launch. • Also managed content distribution across Facebook, Instagram, YouTube, and TikTok, broadening overall brand reach.
- Managed community replies with technical accuracy and personality, building genuine trust with senior engineers and developers - followers rated the account 9/10 on average in internal surveys. • Tracked industry shifts - including the rise of AI-assisted coding - to keep the brand credible and relevant in fast-moving conversations.

Technical Content Creator | [Personal Brand \(X\)](#) | 2024 – Present | Remote

- Grew a personal tech-focused X account to 18K+ followers and 110M+ impressions - the account that led directly to an inbound job offer from a tech CEO.
- Consistently produced viral content by focusing on specific engineering debates (array indexing, library bloat, tooling wars); top posts reached 2.8M and 2.1M views.
- Built a trusted audience by engaging as a hobbyist programmer rather than a marketer - speaking to developers as a peer, not a brand.

Sergeant | [South African Police Service \(SAPS\)](#) | 2002 – 2015 | South Africa • Served 13 years managing high-pressure situations, complex interpersonal dynamics, and public-facing community relations.

- Developed skills in reading group sentiment, de-escalating conflict, and communicating clearly under pressure - all directly applicable to community management and audience engagement.

Armed Response Officer | [Security Industry](#) | 2017 – 2025 | South Africa

- Maintained strict operational standards and evidence-based reporting over 7+ years.
- Built a 20-year foundation in understanding how communities behave - now applied to digital audience building and engagement strategy.

SKILLS

Social Media & Growth: Organic audience growth, community management, content strategy, social SEO, trend analysis, brand voice development, viral content creation.

Platforms: X (Twitter), Threads, Facebook, Instagram, YouTube, TikTok.

Technical Literacy: 7 years of self-directed study in JavaScript, web development, and web architecture - comfortable reading and discussing code, making developer-focused content feel authentic.

Content Formats: Technical deep-dives, meme and humour-based content, trend curation, high-signal community replies, thread writing.

Video Production: Scriptwriting, filming, video editing, production planning — formally trained and hands-on experience across the full production pipeline.

EDUCATION & SELF-STUDY

Cape Town Film & Television School

Diploma in Film & Television Production | 1992 – 1995

Three-year full-time program covering scriptwriting, planning, production, shooting, editing, and marketing of film content. Formal grounding in the complete video production pipeline.

Self-Directed Technical Study | 2017 – Present

7 years of self-directed study - JavaScript, web development, web architecture, and personal projects. No formal degree, but enough hands-on experience to understand what developers build, what frustrates them, and what makes them share.