

Adeen

Growth strategist and analyst. I work out what makes a product grow, measure it, and design the mechanics that drive it.

Around five years working on growth, from opening new markets in sales to growing crypto products. I've scoped product instrumentation, run activation and retention analysis, designed growth mechanics like competitions and reputation systems, and used partnerships and events to bring in new users. I approach growth from first principles: understand why people show up and come back, then engineer for it.

~5 years · growth strategy · growth analytics · growth mechanics · retention · partnerships

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Writing

Selected work

Growth strategy & mechanics

Competition as a growth engine · Touchmarket

Introduced competitions as a core growth mechanic and ran a month-long championship with other crypto communities to pull new audiences into the product.

Reputation system — Hall of Fame · Touchmarket

Designed a permanent reputation system as a retention mechanic: six challenges scaling to twelve, a points model and a monthly Champion. It kept people coming back before a token existed.

The Five — recurring engagement format · Touchmarket

A monthly format built to drive repeat activity: five traders, five strategies, 48 hours, opened to everyone to follow and join.

Private funded test program · Touchmarket

Helped run a closed, funded program testing how the product performs under real-money conditions, with user-behavior tracking to validate it before a wider launch.

Data & analytics

Growth analytics · Touchmarket

Wrote recurring growth reports and ran activation and retention analysis to steer decisions. Built a participation tracker to measure who shows up and comes back, and scoped a notification system to bring lapsed users back.

Data instrumentation · Touchmarket

Scoped an instrumentation system to track product usage and user behavior, the measurement layer growth decisions are built on.

Acquisition & activation

User acquisition & onboarding · Touchmarket

Recruited and onboarded traders, and ran programs and sessions that turned new sign-ups into active users.

Ecosystem growth in Nigeria · Monad Nigerianad

Grew Monad's developer and creator base in Nigeria over a year. Hosted two IRL events, the first in Abuja and the second in Lagos (Gmonad Eko, 130+ attendees), plus online events.

Founder livestream · Monad Morning Show

Set up and coordinated a founder livestream with Monad's Morning Show as an ecosystem partnership for reach.

Experience

Growth & Community Lead — Touchmarket

~1 yr

Crypto trading on Monad. Growth strategy, mechanics, analytics.

Community Co-Lead — Monad Nigerianad

~1 yr

Ecosystem growth, events and partnerships.

Growth — Sherpa (DeFi)

~1 yr

Content, design and community.

Sales Manager — 2Sure (7Up subsidiary)

~2 yrs

Market expansion, managing reps, inventory.

Research: growth & incentives (I)

On what actually makes people participate.

Research: growth & incentives (II)

Two Decade Child — essays & notes

Longer-form writing, twodecadechild.substack.com

BA, Philosophy — in progress

Open to growth strategy and growth analyst roles. Contract or full-time, remote-friendly.
Reach me at **adeen0xx@gmail.com** or on X, [@Adeen_xyz](https://twitter.com/Adeen_xyz).