

Dennis Ivy

dennis@dennisivy.com
linkedin.com/in/dennis-ivanov
youtube.com/c/DennisIvy
twitter.com/dennisivy11

Developer Advocate with **12+ years in software engineering and developer marketing**, specializing in **driving product adoption through technical content, community programs, and search driven growth**. Proven track record of scaling developer audiences via YouTube, SEO, influencer partnerships, and conference speaking. Strong technical foundation combined with hands on experience owning DevRel strategy end-to-end.

Core Skills

- Developer Advocacy & DevRel Strategy
 - Technical Video & Written Content
 - YouTube Growth & SEO (Search-Driven Content)
 - Conference Speaking & Community Events
 - Influencer & Partner Programs
 - Growth Marketing for Developer Products
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Professional Experience

Developer Advocate

Appwrite | Nov 2023 – Jan 2025

Owned developer advocacy initiatives focused on product adoption, retention, and community growth, **with primary responsibility for leading and operating Appwrite's YouTube channel as a core growth and discovery platform**.

YouTube Impact

- Led Appwrite's YouTube strategy and execution, growing the channel from **3K to 14K subscribers** and reaching **1.2M total views** through search-driven, developer-focused content
- Established YouTube as **Appwrite's third-largest source of website traffic**, becoming a primary driver of product discovery and top-of-funnel developer adoption
- Produced **125 technical videos**, with **51% of total views originating from YouTube Search**, creating sustained inbound discovery beyond campaign-based marketing
- Produced in-studio product launch videos, technical articles, and documentation contributions in collaboration with product and engineering teams

Content & Marketing Strategy (Collaborations)

- Initiated and led Appwrite's influencer and creator partnership program, building long-term relationships and structuring paid collaborations with creators such as Theo Brown, freeCodeCamp, Fireship, and JavaScript Mastery
- Influencer campaigns generated **10M+ combined views** and directly contributed to increased awareness and adoption of Appwrite among new developer audiences
- Collaborated with internal product and growth teams to align content, launches, and messaging with key product initiatives

Conference & Community Impact

- Delivered **7 technical talks over 27 months** at conferences and community events, increasing brand visibility and deepening engagement with existing users
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Developer Advocate

Agora | Nov 2021 – Sep 2023

- Contributed to **doubling Web SDK usage** from **15M to 30M monthly minutes** within four months through improved developer education and onboarding
- Produced educational content that accumulated **2M+ YouTube views**, supporting SDK adoption and awareness
- Led the redesign of Agora's documentation and API reference to improve usability and developer experience
- Collaborated with growth team on SEO strategy and advised on Google Ads keyword targeting and bidding for developer-focused campaigns
- Delivered workshops, training sessions, and event-based education for developers using Agora's Web SDK

Senior Developer

FOI Labs | Oct 2017 – Oct 2019

- Designed and built a laboratory information management system (LIMS), delivering **version 1 to market as a solo developer**
 - Architected the full application, including data workflows for lab technicians and customer-facing reporting
 - Onboarded and trained customers through webinars and conference presentations
 - Later led a small engineering team to expand system capabilities and support additional clients
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Digital Marketer / Founder

Unifive Digital | 2014 – 2017

- Founded and operated a digital agency providing web development and marketing services to local and global clients
- Delivered **70+ websites** in collaboration with a distributed team of developers and freelancers
- Planned and executed SEO and SEM campaigns across multiple industries and markets