

# Sheldon Callahan

Developer Advocate at Atlassian

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## Summary

I work in all things media with strong skills in every area. From Webware and Design to Video Production and Animation my work bridges that gap between those worlds. I have worked with and for some of the top Software Companies and Web Firms and a variety of different projects all with stunning results

Specialties: Strategy, Salesforce, Marketo, UI, UX, PHP, XML, JSON, CSS, HTML, Joomla, Drupal, Magento, Programming, Design, Project Management, JavaScript, JQUERY, MYSQL, Flash, AS3, Flex

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## Experience

### **Developer Advocate at Atlassian**

May 2016 - Present

### **Executive Director at Shaolin Life**

November 2011 - Present

The Shaolin Buddhist Temple and Education Foundation, founded in 2006 by Master Shi Guo Song from Shaolin Monastery (Henan Province China) passed down to Sheldon Callahan (Executive Director) has a mission to preserve and continue the 1,500-year-old tradition of Shaolin. The Foundation exist for the larger San Francisco Bay Area community teaching inner awareness (Ch'an meditation) through movement (Gong Fu and Qi Gong).

### **Advisor: former (Chief Developer Evangelist)**

July 2015 - May 2016 (10 months)

### **Web Developer at Salesforce.com**

January 2014 - March 2015 (1 year 2 months)

Work with marketing product owner to concept, prototype and build web experiences for flagship Salesforce and Dreamforce websites. Weigh in on key development and technology decisions and consult on best practices. Build high end responsive websites and Single Page Applications that integrate with CMS and internal/external API's. Give internal talks on current technology standards and use cases.

### **Senior Web Developer at ServiceMax**

September 2011 - January 2014 (2 years 4 months)

Develop technology strategies to enable front facing marketing website. Architect, develop, and deploy full stack and responsive web technologies. Manage end to end web functions using HTML 5, Javascript, PHP, APEX, Visual Force, MYSQL, and Mongo DB for marketing purposes. Build custom solutions using the force.com and open source platforms. Integrate 3rd party applications and API's for seamless 360 view

marketing campaigns and customer life cycles. Manage projects, contractors, and direct reports to achieve objectives.

### **WebMaster at MedAmerica**

March 2010 - August 2011 (1 year 5 months)

Align web strategy with the strategic goals of the company. Create and maintain and deploy web applications, policies and procedures. Serve marketing team as tech, strategy, and implementation consultant. Manage media platforms: Youtube, Brightcove, ..ect to organize video for online usage.

### **Owner at Ideal Concepts America**

November 1996 - 2011 (14 years 2 months)

Director of Web and Media Projects for Publishing Company

### **Senior Web Developer**

April 2009 - September 2009 (5 months)

### **Instructor at Bay Area Video Coalition**

2007 - 2008 (1 year)

Created curriculum and taught classes in Photoshop, Illustrator, Fireworks, HTML, CSS, Dreamweaver, and Flash.

### **Associate Software Engineer at CBS Interactive**

2006 - 2008 (2 years)

Member of the Ad Technology Group

### **Software Engineer**

2006 - 2008 (2 years)

### **Lab Manager at CCA**

2004 - 2006 (2 years)

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## **Education**

### **Salesforce**

Cloud Business, 2014

### **Academy of Art University**

Computer Arts, 2002 - 2004

### **Westwood College of Technology**

Graphic Design Multimedia, 1998 - 1999

### **Shaolin Luohan Institute**

Shaolin Disciple, Shaolin Arts, 2008 - 2012

**Activities and Societies:** Shaolin Qi Gong, Shaolin Kung Fu, Wu Dang 5 Animal Qi Gong, Yang Style Tai Chi Chuan

**BAVC**

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## Honors and Awards

1st Place Traditional Hand Forms at the International Chinese Martial Arts Tournament  
Art, Design, Shaolin Kung Fu, Qi Gong, Tai Chi, Programming, Film, Music.

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[Contact Sheldon on LinkedIn](#)