SHAWN A. CHARLES

ShawnCharles.com | **ShawnCharles.com/linkedin** | **ShawnCharles.com/github** | **ShawnCharles.com/twitter**
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Skilled developer advocate, with a deeply technical engineering skill set, that is dedicated and excels at resolving user and employer challenges with process improvements and innovative solutions that are proven to increase efficiency, customer satisfaction, and company standards

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TECHNICAL SKILLS

HTML, CSS, Javascript, Typescript, **Python, Java, PHP,** Command-line Automation, Selenium

Node.js, Express.js, jQuery, AJAX **React.js, AWS, CI/CD, Docker** Wordpress, Phaser.js

MongoDB, Mongoose, Git, **ML: PyTorch, TensorFlow, NumPy** API's, & Cloud Infrastructure

EXPERIENCE

Senior Developer Advocate - Zuora   Nov 2024 - Feb 2025
San Francisco, California

❏ Grew the developer social media audience by ~10% in the first 30 days and increased engagement by 78%
❏ Hosted Career Fairs that garnered ~50K listeners. The first event brought 3000+ viewers and 5 partnership opportunities
❏ Represented Zuora at conferences such as AWS re:Invent, and generated 4 new sales and hiring opportunities

Senior Developer Advocate - BentoML   May 2024 - July 2024
San Francisco, California

❏ Contracted to create a social media presence and developer community for BentoML
❏ Contributed 15% of our total profile visits by creating a post with the most engagements and highest profile views conversion
❏ Increased impressions per week by 18%, by creating a consistent content calendar

Developer Relations Engineer - The Hunt   January 2022 - Present
San Francisco, CA

❏ Built product demos, new features, podcasts, and webinars demonstrating the impact of our SaaS offering
❏ Led developer advocacy to grow a developer community (Twitter/Email) up to 30,000+ and 10,000+ views/week
❏ Hosted 150+ tech events for over 600+ hours with over 150,000 attendees and over 20 million listening minutes.
❏ Grew landing page to 10K+ clicks per quarter, 100+ partnerships, and 40 engineers being onboarded to our SaaS product.

Brand Community Ambassador - RenderATL   May 2024 - Dec 2024
San Francisco, California

❏ Orchestrated a multi-channel promotional campaign that reached 8,000+ developers - 15% increase in event attendance
❏ Created 5 new partnerships with local tech communities by hosting multiple panel discussions for over 4000 people
❏ Launched a dedicated Slack channel that attracted 1,200 members in two months, fostering continuous post-event engagement

Brand Developer Ambassador - Audible   Feb 2021 - Dec 2021
San Francisco, California

❏ Represented Audible at conferences such as AfroTech, and generated 11 new sales and hiring opportunities
❏ Hosted weekly developer-focused workshops and technical deep dives, increasing developer trial conversions by 20%
❏ Produced API integration guides and best-practice tutorials, contributing to a 0.8% uptick in Audible API adoption

CONTENT

❏ **Events** | **DevRel Demystified** | **How Developers Use AI in their Workflow!** | **Being a Dev in 2024**
❏ **Blog Posts** | **BentoML: Open Source AI Deployment** | **Building AI Clinic Agent** | **Impact of AI Assistants**
❏ **Videos** | **Scaling AI Model Deployment** | **Building AI Clinic Agent** | **Create a scalable e-commerce site**

APPLICATIONS

- **Text-2-Video with BentoML** - **Generative AI API** - Open-source cloud scale model deployment in Python
- **Travelara.org** - **Node FullStack Application** - Dream vacation application where you can plan the perfect trip
- **Rigley 2: "Flappy Bug"** - **Phaser.js Application** - Over 3000+ players, you are a bug trying to avoid firewalls

SOFTWARE ENGINEER EXPERIENCE

Software Development Engineer Apprentice - **Audible (an Amazon company)**   **January 2021 - December 2021**
Boston, Massachusetts

- Designed AI/ML infrastructure in Typescript, Java, and Python for the AWS Data Science Engineering Team
- Saved the team $200,000+ per year on compute hours by building a data polling service in my first 30 days.
- Represented Audible as a brand ambassador at conferences such as AfroTech, and generated 10 hiring opportunities

Software Engineering Instructor/Mentor - **Resilient Coders**   **July 2020 - present**
Remote, USA

- Taught hundreds of students the basics of software development, including HTML, CSS3, Javascript, and Node.js etc.
- Helped students debug code errors, provided career advice, connected students with resources for success
- Facilitated hundreds of hours of additional evening tutoring sessions monitoring students development

Software Engineer - **CharlesCreativeContent**   **January 2019 - January 2021**
Boston, Massachusetts

- Developed social-media automation applications using Selenium to save engineers over an hour daily
- Built 50+ full stack web applications and maintained detailed git documentation in a team environment
- Finished 1000+ coding challenges (Leetcode.com, HackerRank.com, & Codewars.com top 1%)

Operations and Marketing Manager - **RoomEscapers, Lara's Labyrinth & Omescape DC**   **Sep 2016 - Jan 2020**
Boston, MA - New Haven, CT - Washington, DC

- Generated over $1,000,000, produced $250,000 (25% increase in sales) in my first 12 months through GTM strategy
- Facilitated 3000+ team-building events for celebrities, departments of the White House, and Fortune 500 companies
- Recruited and Trained 20 Team Members while making protocol to develop a customer-focused work culture

COMMUNITY LEADERSHIP EXPERIENCE

Software Engineering Instructor/Mentor - **100Devs**   **Jan 2021 - present**
Remote, USA

- Moderated the 47,000 engineer community on Discord using C# Bot and Notification system
- Led weekly coding sessions for 300+ aspiring developers, covering JavaScript, Node.js, and React

Developer Advocate - **MentorMesh**   **Jan 2022 - present**
Remote, USA

- Organized monthly workshops and tech talks, driving a 35% increase in user engagement and community growth
- Fostered community collaboration by liaising with industry professionals, resulting in 10+ guest speaker partnerships

Brand Ambassador/Mentor - **GCode & 100 Girls in GenAI**   **May 2023 - present**
Remote, USA

- Led hands-on coding workshops and mentorship circles, offering real-world project experience to 200+ participants
- Taught foundational AI and machine learning concepts, contributing to a 30% rise in advanced course enrollment

Community Ambassador - **Karat**   **Mar 2024 - present**
Remote, USA

- Hosted 10+ Q&A sessions with senior engineers, engaging 500+ community members and boosting sign-ups by 15%
- Provided personalized interview prep and feedback to 50+ candidates, helping increase technical pass rates by 20%

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Having successfully led developer advocacy initiatives and built a thriving tech community from the ground up, I am excited to use my highly technical skills to speak to and engage a collaborative developer community as a part of your developer relations team.

In my previous role, I was responsible for leading developer advocacy efforts and fostering a vibrant tech community. This role required a deep understanding of the issues that senior engineers deal with everyday, all while advocating for their needs through direct communication in their respective platforms (going where the engineers are) or through technical blog posts, live coding demos and demo applications, debugging help, presentations on emerging tech, and facilitating workshops and meetups (either virtual or in person) to continue to foster that community.

Not only did I have my hand in the technical side of things, but also had a large impact on the social side as well. I spearheaded the growth of our social media community, amassing over 40,000 members with weekly views exceeding 10,000. By hosting over 150 tech events, I managed to secure 100+ sponsorships, drawing in over 150,000 listeners. These efforts led to the community landing page receiving over 10,000 clicks per quarter and directly contributed to the onboarding of 40 engineering teams to our SaaS product. My successes in building tools that make developer lives easier and scaling developer communities makes me very confident I can excel on your developer relations team.

I am eager to bring my skills in technical community building, technical content creation, and growth strategy implementation to your team, but most of all, balance insights and data with creativity and intuition to create unique and differentiated ways to connect and grow your developer community. Thank you for considering my application and I look forward to discussing how my experience and passion for working with developers and building developer communities can contribute to your success.

Sincerely,

Shawn Charles