

# SHAWN A. CHARLES

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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 expertise 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 involving building technical tutorials and demos, presenting talks at meetups and conferences, and having my hands in the weeds providing live debugging help for engineers using our platform in addition to facilitating technical workshops for our top customers. All of this work resulted in a 78% increase in developer engagement within the first 30 days of my hire as well as 5 new company partnership opportunities and 4 direct sales leads for our sales team. I was able to cultivate both top of funnel and bottom of funnel engagement opportunities for developers from those who had never heard about the company's devtools to those who were expert users.

Aside from my technical accomplishments, in previous roles, I also had a monumental impact building the developer community and harnessing positive sentiment for the company. I spearheaded the growth of our social media community, amassing over 40,000 members with weekly views exceeding 10,000. By hosting over 300 tech events, I managed to secure 100+ sponsorships, drawing in over 300,000 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.

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