JEN LOOPER

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DIRECTOR OF DEVELOPER RELATIONS

Seasoned developer relations leader with 10 years' experience as a developer advocate and developer relations manager at companies including Microsoft and AWS plus 15 years prior as a software engineer. Published educator, architect and technical founder with career success driving innovation in developer-focused educational program design. Proven track record of creating impactful learning experiences in cloud computing, AI, and computer science by building viral online curricula with millions of views. Designed and scaled award-winning technical community programs globally, building developer experts communities and student communities with global reach.

Key skills include:

Team Leadership, Coaching, Mentoring I Strategic Planning via Metrics + Insights I Developer Advocacy I Software Engineering + Architecture I Building Digital Access I Curriculum Development | Content Authoring and Editing

EXPERIENCE

Cloudinary

Director of Developer Relations   2025-present

- Manage team of five Developer Advocates, Engineers and PM, responsible for setting goals and metrics for success, feeding cross-departmental experimentation framework, leading PLG Pillar for Advocacy, and managing yearly and quarterly planning cycles.
- Launching Cloudinary Creators Community in partnership with nonprofits, serving early-career builders globally, paired with a certification program I am designing.
- Drove major launches and education programs like the 3M Developers campaign and the educational project claradenari.com, an innovative story-based approach for ungated learning. Published foundational curriculum for community.
- Advanced innovation and feedback loops through experimentation and storytelling that improved developer experience.

AWS (Amazon)   2022 - 2024

Head of Academic Developer Advocacy

- Program Leadership & Global Impact: Founded and grew AWS Cloud Clubs to 56K members across 34 countries in 1.5 years, with particular strength in South Asia and Africa. Designed program strategies, scaling models, budgets, SOPs, visual assets, and yearly plans. Program won the Best Developer Education Initiative award in 2023.
- Operational Excellence: Navigated Security and Legal requirements for program launch. Developed software and data-driven strategies to optimize market targeting and communications. Created scalable intake processes, managing annual cohort acceptance rates (5-10%). Developed mechanisms to gather customer feedback to enhance the program including a perk redesign and program simplification. Used AI to enhance social media communications. Managed 7000+ subscriber newsletter.
- Educational Initiatives & Curriculum Development: Designed online hands-on lab-based learning programs, certification programs, and Student Community Days for hands-on training reaching 10K students in person. Designed, documented and launched the hands-on lab-based "Learning Capsule" Cloud fundamentals curriculum globally. Designed 18 Credly credentials to enhance builder engagement. Designed and built the Student Hub website, highly ranked for SEO.
- Team Leadership & Collaboration: Hired and led a global, multicultural team of 5, earning the Team Up For The Win award in 2022. Championed student initiatives as part of the Developer Relations leadership team. Built 200+ member cross-functional network within Amazon to scale outreach. Highest rated manager in AWS Developer Relations in 2023.

- Communication & Advocacy: Created internal and external communication strategies for stakeholders. Coached external teams on grassroots student outreach best practices. Represented students' needs and achievements in corporate communications.

Microsoft   2019 - 2022
Principal Developer Advocate Lead

- Team Leadership & Regional Oversight: Managed 6-10 Developer Advocates on two teams, mentoring and coaching advocates. Directed regional Developer Advocacy activities across US, LATAM, and Canada.
- Collaboration & Content Delivery: Partnered with University Relations and internal teams to deliver content for hackathons and workshops. Managed the Museums and Libraries Pilot program, leading a project with the Cooper Hewitt Museum and architecting software demos for other cultural institutions. Managed and supported university hackathons.
- Curriculum Development & Online Learning: Created Microsoft Learn paths for web technologies and career development, showcasing AI tooling in mobile and web apps. Developed 5 GitHub curricula with 3M+ views, frequently trending as Microsoft's most popular resources (aka.ms/webdev-beginners, aka.ms/ml-beginners). Built three gamified "Mystery" learning experiences for microsoft.com, enhancing engagement. Built yearly seasonal serverless challenges partnering with Microsoft Learn Student Ambassadors.

Front-End Foxes, Inc.   2018 - 2023
Founder and CEO

- Founded, staffed and led a global nonprofit for women in front-end development, scaling to 1,500+ members across 15 chapters, focusing on underserved communities and emerging markets.
- Launched a free COVID-era bootcamp with vetted curriculum, delivering 4 cohorts (one sponsored by Reddit), educating hundreds of women worldwide.

ADDITIONAL RELEVANT EXPERIENCE

Boston University Metropolitan College: Lecturer in Computer Science: CS 601 - Front-End Web Development
Progress Software: Senior Developer Advocate

EDUCATION & CERTIFICATION

Master of Arts (M.A.) and PhD in French: University of California, Berkeley, Fulbright Fellow to France

Bachelor of Arts (B.A.) in French Studies, Magna Cum Laude: Wellesley College, Phi Beta Kappa

PUBLICATIONS

- Computer Science for Kids (Wiley, 2023) - Textbook aligned to CSTA standards for grades 6-8 with lesson plans and I-MS integration
- The Illustrated AWS Cloud (Wiley, 2023) - Illustrated guide covering Cloud Practitioner exam topics

TECHNICAL SKILLS

Cloud Computing: AWS I Azure I GCP

Programming: JavaScript I Python I HTML/CSS I JavaScript frameworks (Vue, Astro) I SQL/noSQL databases | AI | Applied ML

Tools: GitHub I VS Code I Canva

Languages: English (native), French (fluent)

Memberships: Society of Women Engineers (SWE), Computer Science Teachers Association, Boston JavaScript meetup