JEN LOOPER

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TECHNICAL EDUCATOR AND COMMUNITY-FOCUSED LEADER

Published educator, creative technologist, team leader, STEM advocate, architect and founder with career success driving innovation focused on educational program design, instruction, and curriculum development. Proven track record of creating impactful learning experiences in cloud computing and computer science by building viral online experiences with millions of views. Designed and scaled award-winning community programs globally, reaching 53K+ technical and tech-adjacent students in 34 countries to bridge the digital divide globally and advocate for women in the technical workforce. Key areas of skill include:

Team Leadership, Coaching, Mentoring | Strategic Planning via Metrics + Insights | Inclusive Global Program Design | Software Engineering + Architecture | Building Digital Access | Curriculum Development

EXPERIENCE

AWS (Amazon)   2022 - 2024
Head of Academic Advocacy

- **Program Leadership & Global Impact**: Founded and grew AWS Cloud Clubs to 53K members across 34 countries in 1.5 years, with particular strength in South Asia and Africa. Designed program strategies, 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 learning programs like 'Camp,' Exam Slam, and Student Community Day for hands-on training reaching 50K students in person. Designed, documented and launched the "Learning Capsule" Cloud fundamentals curriculum globally. Designed 18 Credly certifications to enhance student engagement and credentials. Designed and built the Student Hub website, highly ranked for student keyword 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.
- **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

AWS Cloud Practitioner

PUBLICATIONS

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

TECHNICAL SKILLS

Cloud Computing: AWS | Azure | GCP
Programming: JavaScript | Python | HTML/CSS | JavaScript frameworks (Vue, Astro) | SQL/noSQL databases
Tools: GitHub | VS Code | Canva

Languages: English (native), French (fluent)
Memberships: Society of Women Engineers (SWE), Computer Science Teachers Association, Boston JavaScript meetup