JEN LOOPER

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PROFESSIONAL SUMMARY

Experienced community advocate, educator and technical leader with 24+ years driving innovation in developer advocacy focused on education, K-12 and higher education curriculum design. Proven track record of creating impactful learning experiences in cloud computing and computer science by building viral online experiences with millions of views. Scaled award-winning community programs globally, reaching 50K technical and tech-adjacent students in 32 countries. Passionate about bridging the digital divide globally and advocate for women in the technical workforce. Author of CS textbook for grades 6-8. STEM advocate.

KEY SKILLS

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

RELEVANT PROFESSIONAL EXPERIENCE

Head of Academic Advocacy, AWS (Amazon)   2022 - 2024

- Founded global AWS Cloud Clubs, grew membership to 52K students in 32 countries globally with particular strength in South Asia (Pakistan, India, Bangladesh) and Africa (Nigeria, Kenya)
  - Wrote software to support launch, filling a gap in tooling
  - Worked through AppSec and Legal requirements to launch the program, used metrics and data to enhance program
  - Built strategy for Club program, including budget forecasting and writing and maintaining program SOPs and yearly plans
  - Designed all visual assets for program
  - Created communications strategy for internal and external stakeholders
  - Gathered allies across Amazon to help manage large cohort intake annually (5-10% acceptance rate into the Cloud Club Captain groups)
  - Designed 'Camp' program, Exam Slam, and Student Community Day strategies for hands-on Cloud Club learning and in-person activations on campus
- Hired and led the Academic Team, a multicultural global team of Program Managers, Community Managers, and Developer Advocates
- Championed students as a member of the Developer Relations leadership team
- Coached external teams on managing grass-roots student outreach
- Partnered with multiple external teams to scale programs to reach more students
- Created innovative content and event experiences to benefit postsecondary students
- Designed and launched "Learning Capsule" curriculum for Cloud fundamentals available for students globally

Principal Education Developer Advocate Lead, Microsoft   2019 - 2022

- Led team of Developer Advocates in Academic Advocacy, interfacing with many other student-focused teams, including sponsoring, coaching and mentoring advocates.
- Led Regional team of Developer Advocates for US/LATAM/Canada
- Worked with University Relations and other internal groups to deliver appropriate content in venues such as hackathons and workshops

- Developed innovative Microsoft Learn online paths to teach web technologies and a new career learning path
- Managed Museums and Libraries Pilot program, partnering with many museums and leading a project build with the Cooper Hewitt Museum
- Led team to develop 5 popular online curricula with 3+ million of page views on GitHub. These curricula regularly trend on GitHub as some of Microsoft's most popular.
- Built three innovative 'Mystery' experiences released on microsoft.com, experimenting with gamified learning interfaces

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

- Founded a worldwide nonprofit dedicated to increasing numbers of women in the front-end developer community that scaled rapidly, with over 1500 women on Slack
- Maintained 15 active chapters from Colombia to Japan, focusing on bridging digital divides in emerging markets and underserved communities
- Managed staff, enrollments, and admin tasks for operations including taxes, payroll, and nonprofit administration
- Created and managed workshop content and logistics
- Opened a free bootcamp for women during COVID, teaching multi-week cohorts worldwide with paid instructors using our own vetted curriculum
- Successfully delivered 4 boot camp cohorts, with the final one sponsored by Reddit, educating hundreds of women worldwide

Lecturer (Front-End), Boston University Metropolitan College   **2022**

Senior Developer Advocate, Progress Software   **2014 - 2019**

EDUCATION

M.A. and PhD   **1992 - 1998**
University of California, Berkeley, French
Fulbright Fellow to France, 1996

B.A.   **1988 - 1992**
Wellesley College, French Studies, Magna Cum Laude

TECHNICAL SKILLS

Cloud Computing: AWS, Azure, GCP
Programming: JavaScript, Python, HTML/CSS Tools: GitHub, VS Code, Canva

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

Languages: English (native), French (fluent)
Certifications: AWS Cloud Practitioner
Awards: DevRel Awards for Most Innovative Educational Program: AWS Cloud Clubs; "Team Up for the Win" award, AWS Developer Relations
Memberships: Society of Women Engineers (SWE), Computer Science Teachers Association, Boston JavaScript meetup