

SHAWN A. CHARLES

ShawnCharles.com | ShawnCharles.com/linkedin | ShawnCharles.com/github | ShawnCharles.com/twitter
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Developer Advocate with a decade of experience in developer relations, technical education, and community building. Combines deep technical expertise in software development (API integrations, automation, and AI/ML tools) with a proven track record of driving developer engagement through content creation, open-source contributions, and public speaking.

TECHNICAL SKILLS

MongoDB, Mongoose, Git,
Python, Java, Typescript
Command-line Automation, Selenium

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

AI Orchestration, LangChain, Claude,
ML: PyTorch, TensorFlow, NumPy
API's, & Cloud Infrastructure

EXPERIENCE

Senior Developer Advocate. Lead - Flowise acquired by Workday

Nov 2025 - Present
San Francisco, CA

- ❑ Increased weekly active contributors by **40%** and built a **50k+** AI community and a **100+** ambassadorship program
- ❑ Onboarded over **\$30 million** in enterprise contracts to onboard Fortune 500 companies to Workday AI platforms
- ❑ Cut partner time-to-first-deploy by **30%** by leading live-coding webinars and hands-on workshops

Developer Experience Lead, Artificial Intelligence - Thesys

Apr 2025 - July 2025
San Francisco, CA

- ❑ First **30** days, I lead the Generative UI API product launch and campaign from **0 to 5 million tokens** generated per day
- ❑ Re-architected the end-to-end onboarding flow, boosting weekly activated developers by **65%** within one quarter
- ❑ **6** international conferences, delivering keynote sessions and securing **4** strategic partnerships that expanded developer access

Senior Developer Advocate - Togai acquired by Zuora

Nov 2024 - Feb 2025
San Francisco, California

- ❑ Engineered data-driven engagement strategies that increased audience growth by **~10%** and engagement by **78%** within **30** days
- ❑ Developed scalable event hosting solutions, supported career fairs **~50K listeners**, leading to **5** partnership opportunities
- ❑ Represented Zuora at conferences such as AWS re:Invent, and generated **4** new sales and hiring leads

Senior Developer Advocate - BentoML

May 2024 - June 2024
San Francisco, CA

- ❑ Contracted to grow an engaged developer community for BentoML and create a social media strategy for the AI community
- ❑ Implemented a content automation pipeline that optimized engagement and led to a **15% increase** in profile visits
- ❑ Created AI-focused developer outreach strategies and event-driven engagement tracking that grew weekly impressions **18%**

Developer Relations Engineer - The Hunt

Jan 2021 - May 2024
San Francisco, CA

- ❑ Deployed SaaS product demos, webinars, and API integration guides that attracted **10,000+** weekly views
- ❑ Built developer engagement tracking tools, contributing to **100+** partnerships and **40** engineering team onboardings
- ❑ Hosted **300+** tech events for over **1000+** hours with over **500,000** attendees and over **10 million** listening minutes

APPLICATIONS

- ❑ Runware AI Image and Video - Runware SDK + Node.js - Generates Pokémon-inspired AI images and videos
- ❑ Text-2-Video with BentoML - Generative AI API - Open-source cloud scale model deployment in Python
- ❑ AI Clinic Agent - Toolhouse SDK + Python/JS - Multi-tool RAG assistant for clinics that answers patient questions

CONTENT

- ❑ [Events](#) | [Thesys Generative UI for AI UX](#) | [Xano + Thesys: Beyond Chat](#) | [CoinGecko AI Analytics Agents](#)
- ❑ [Blog Posts](#) | [CoinGecko MCP - AI Analytics Agents](#) | [Toolhouse AI Clinic Agent](#) | [Browser Automation 101](#)
- ❑ [Videos](#) | [Getting Started with Generative UI](#) | [Runware AI Image & Video](#) | [Toolhouse AI Clinic Agent](#)

SOFTWARE ENGINEER EXPERIENCE

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

- ❑ Built data polling service, using State Machines and Step functions, resulting in a yearly cost reduction of **+\$200,000**
- ❑ Designed scalable AI/ML infrastructure and model deployment for AWS, using Java, Python, and Typescript
- ❑ Represented Audible as technical brand ambassador at conferences (AfroTech etc.), and generated **11** hiring leads

Software Engineering Instructor/Mentor - Resilient Coders **July 2020 - June 2021**
Remote, USA

- ❑ Taught full-stack web development (JavaScript, Node.js, React) to hundreds of students through coding challenges
- ❑ Provided one-on-one debugging support, career guidance, and resources to help students troubleshoot issues
- ❑ Led hundreds of coding workshops, reviewing and optimizing code for efficiency, best practices, and scalability

Software Engineer - CharlesCreativeContent **January 2019 - Dec 2020**
Boston, Massachusetts

- ❑ Developed custom Selenium-based social media automation applications, saving engineers over an hour daily in repetitive tasks
- ❑ Built and deployed **50+** full stack web applications, maintaining comprehensive Git documentation on a startup team
- ❑ Completed **1,000+** coding challenges on [LeetCode](#), HackerRank, and [Codewars](#), ranking in the top **1%** globally

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

- ❑ Engineered data-driven GTM strategy resulting in **25%** revenue increase in year 1 and **\$1,000,000+** in revenue overall
- ❑ Streamlined CRM automation for **3,000+** team-building events, including the White House & Fortune **500** companies
- ❑ Designed scalable protocols and training for **20+** team members, ensuring standardized, customer-focused workflows

COMMUNITY LEADERSHIP EXPERIENCE

Software Engineering Instructor/Mentor - 100Devs **Jan 2021 - Nov 2024**
Remote, USA

- ❑ Moderated a **~100,000**-member engineering community on Discord, developing a C# bot and to automate moderation
- ❑ Led weekly coding workshops for **300+** developers, covering JavaScript, React, and Node.js full stack applications

Brand Community Ambassador - RenderATL **May 2023 - April 2024**
San Francisco, CA

- ❑ Developed multi-channel promotional workflows that reached **8,000+** developers - **15%** increase in event attendance
- ❑ Built a Slack community network that scaled to **1,200+** members within two months, fostering long-term engagement

Brand Ambassador/Mentor - GCode & 100 Girls in GenAI **May 2023 - Dec 2024**
Remote, USA & India

- ❑ Provided mentorship and technical guidance for **200+** participants, helping them build real-world AI/ML applications.
- ❑ Led hands-on AI and ML coding workshops that resulted in a **28%** rise in advanced AI course enrollment

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

- ❑ Designed a structured technical interview prep pipeline, leading to a **21%** improvement in pass rates for candidates
- ❑ Hosted **10+** interactive Q&A sessions with senior engineers, engaging **500+** members and platform sign-ups by **6.7%**

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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 **+50,000** stars on our github repo, **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 both 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