SHAWN A. CHARLES

ShawnCharles.com | **ShawnCharles.com/linkedin** | **ShawnCharles.com/github** | **ShawnCharles.com/twitter**
shawncharles@protonmail.com

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,	Node.js, Express.js, jQuery, AJAX	AI Orchestration, LangChain, Claude,
Python, Java, Typescript	**React.js, AWS, CI/CD, Docker**	**ML: PyTorch, TensorFlow, NumPy**
Command-line Automation, Selenium	Wordpress, Phaser.js	API's, & Cloud Infrastructure

DEVELOPER RELATIONS EXPERIENCE

Senior Developer Relations Engineer - **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 migrate 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 Relations 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, enterprise AI enablement, and technical community initiatives from the ground up, I am excited to bring my combination of hands-on technical expertise and developer engagement experience to your developer relations team.

In my recent work, I supported **40+** enterprise AI prototypes, with **57%** progressing toward production workloads, and led technical discovery with engineering teams and executives to translate ambiguous business problems into architectures, success metrics, and deployment plans. I have built hands-on agentic AI workshops reaching **20,000+** builders and influencing more than **$100M** in ARR, while developing reusable Generative AI deployment patterns across **15+** enterprise use cases. I also onboarded more than **$30M** in enterprise contracts and Fortune 500 interest to Workday AI platforms, cut partner time-to-first-deploy by **30%** through live-coding webinars and technical workshops, and increased first-time successful integrations by **60%** by creating clear JavaScript and TypeScript sample applications, templates, and documentation.

Beyond enterprise enablement, I have consistently built developer ecosystems that drive measurable adoption. I increased weekly active contributors by **40%**, helped grow an AI community to more than **50,000** members and **50,000** GitHub stars, and created engagement strategies spanning developers discovering a platform for the first time through advanced users deploying it in production. Earlier in my career, I also hosted more than **300** technical events, secured **100+** sponsorships, and reached more than **300,000** listeners while generating partnership opportunities, sales leads, and product adoption.

I bring a track record of turning technical advocacy into measurable developer adoption, production deployments, and revenue impact. I am excited to bring that experience to your developer relations team and help more developers successfully build, deploy, and scale with your platform.

Sincerely,
Shawn Charles