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 and adoption through content creation, open-source contributions, and public speaking.

TECHNICAL SKILLS

HTML, CSS, Javascript, Typescript, **Python, Java, PHP** Command-line Automation, Selenium	Node.js, Express.js, jQuery, AJAX **React.js, AWS, CI/CD, Docker** Wordpress, Phaser.js	MongoDB, Mongoose, Git, **ML: PyTorch, TensorFlow, NumPy** API's, & Cloud Infrastructure

EXPERIENCE

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 virtual 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 opportunities

Developer Relations Engineer - **The Hunt**   **Dec 2021 - Nov 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 300,000 attendees and over 10 million listening minutes

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%

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
❏ Created 5 new partnerships with local tech communities by hosting multiple panel discussions for over 4000 people
❏ Built a Slack community network that scaled to 1,200+ members within two months, fostering long-term engagement

Brand Developer Ambassador - **Audible**   **Feb 2021 - Dec 2021**
Boston, MA

❏ Created API integration guides & best-practice documentation that resulted in a 0.8% increase in Audible API adoption
❏ Engineered technical workshops and live-coding sessions - leading to a 20% increase in signups for Audible's developer tools
❏ Represented Audible at conferences such as AfroTech, and generated 11 new sales and hiring opportunities

CONTENT

❏ **Events** | **DevRel Demystified** | **How Developers Use AI in their Workflow!** | **Being a Dev in 2024**
❏ **Blog Posts** | **BentoML: Open Source AI Deployment** | **Building AI Clinic Agent** | **Impact of AI Assistants**
❏ **Videos** | **Scaling AI Model Deployment** | **Building AI Clinic Agent** | **Create a scalable e-commerce site**

APPLICATIONS

- **Text-2-Video with BentoML** - **Generative AI API** - Open-source cloud scale model deployment in Python
- **Travelara.org** - **Node FullStack Application** - Dream vacation application where you can plan the perfect trip
- **Rigley 2: "Flappy Bug"** - **Phaser.js Application** - Over 4000+ players, you are a bug trying to avoid firewalls

SOFTWARE ENGINEER EXPERIENCE

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

Boston, Massachusetts

- Designed and built a data polling service, using State Machines and Step functions, resulting in a yearly cost reduction of over $200,000
- Designed scalable AI/ML infrastructure and optimized model deployment for AWS, using Java, Python, and Typescript
- Represented Audible as a technical brand ambassador at conferences such as AfroTech, and generated 11 hiring opportunities

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 after-hours 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 47,000-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 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 15%

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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 a 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 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