

JEN LOOPER

Greater Boston, Massachusetts | 781.591.9460 | jen.looper@gmail.com
jenlooper.com - github.com/jlooper - linkedin.com/in/jenlooper

COMMUNITY-FOCUSED LEADER AND TECHNICAL EDUCATOR

Published educator, software engineer, technical team leader and developer advocate with career success driving innovation focused on community-based 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 inclusive community programs globally, reaching 53K+ technical and tech-adjacent students in 34 countries. Key skills include:

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

EXPERIENCE

AWS (Amazon)

2022 - 2024

Head of Academic Advocacy (Developer Relations)

- 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 from DevRelCon.
- 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. Leveraged CommonRoom to gain actionable insights for community building. Built Slack mechanisms for engagement, launched Discord server to build virtual Clubs. Managed 7000+ subscriber newsletter.
- Educational Initiatives & Curriculum Development: Designed learning programs including 'Camp,' Exam Slam, and global Student Community Days for hands-on training reaching 10K 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 (Developer Relations)

- 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.
- Curriculum Development & Online Learning: Created Microsoft Learn paths for web technologies and career development, showcasing AI tooling in mobile and web apps. Developed 5 Open Source GitHub curricula

with 3M+ views, frequently trending as Microsoft's most popular resources (aka.ms/curricula). Built three gamified "Mystery" learning experiences for microsoft.com, enhancing engagement into documentation. Built yearly seasonal technical challenge program partnering with Microsoft Learn Student Ambassadors.

Progress Software

2014 - 2019

Senior Developer Advocate (Developer Relations)

- Developer Advocacy: Advocated for NativeScript and Kendo on the Mobility and Web Teams, presented technical talks at 20+ conferences annually. Created technical blog and video content for Telerik Developer Network, Progress networks, and NativeScript. Hosted 3–4 product-focused webinars annually.
- Community Building: Managed the 50-member Progress Developer Experts program, overseeing its rebranding and relaunch. Built and moderated the 10K+ member NativeScript Community Slack, launched the annual NativeScript Ambassadors program. Led the Boston Vue.js Meetup

Front-End Foxes, Inc.

2018 - 2023

Founder and CEO (Nonprofit)

- Founded, staffed and led a global nonprofit for women in front-end development, scaling to 1500+ 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 (Academic)

Paid.com: Technical Lead, Web and Mobile Developer (Startup: Engineering)

World Singes: Web and Mobile Developer (Startup: Engineering)

Jewish Family and Life: Web Developer (Nonprofit: Engineering)

Sun Life Financial: Web Applications Developer (Finance: Engineering)

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, Angular, Astro) | SQL/noSQL databases
- Tools: GitHub | VS Code | Canva | Anaconda
- Languages: English (native), French (fluent)
- Memberships: Society of Women Engineers (SWE), Computer Science Teachers Association, Boston JavaScript meetup