Work Experience

Senior Developer Advocate
Jul 2022 - Jun 2023
Meta | *Seattle*

- Led a team of 2 developer advocates supporting PyTorch initiatives.
- Drove strategic planning, content creation, public speaking, community outreach, and demand generation.
- Tripled advocacy reach by equipping and partnering with external community organizers.
- Drove PyTorch 2.0 launch awareness through live-streams, video on-demand, twitter threads, etc.
- Collaborated with external partners to create, launch, and evaluate a workshop earning a 4.7/5 rating.
- Established a content pipeline, and marketing promotion plan for feature releases.

Technical Project Manger
Jan 2022 - Jun 2022
Amazon | *Seattle*

- Supported the Alexa Science Team's goal to pilot and launch flagship Alexa Skills with external partners.
- Worked closely with the Business Development team to identify 30 potential partners.
- Defined the scoring rubric to determine pitch prioritization and pitched 15 partners in one-month.
- Led pitch meetings and coordinated with marketing and legal to secure partners.
- Established a catalog of potential partners for future projects.
- Directed a two-person team responsible for creating flagship partner skills in-house.
- Defined requirements and updated stakeholders weekly on progress.

Senior Solutions Architect
Jan 2021 - Dec 2021
Amazon | *Seattle*

- Worked with 3 video partners to integrate Alexa into TV sets.
- Helped partners remove bottlenecks, adopt new features, and improve customer experience.
- Identified the root cause of a major session timeout, worked with partner to fix it, reducing lag 90%.
- Shared partner feedback with the product team to influence priorities and roadmap.
- Streamlined certification testing, increasing throughput, productivity, while reducing product delays.
- Mentored and prepared 5 colleagues to deliver presentations for Alexa Live.

Senior Developer Advocate
Jul 2017 - Dec 2020
Amazon | *Seattle*

- Authored 30 blogs, 4 training courses, and a white paper, generating thousands of engagement minutes.

Justin Jeffress
Senior Developer Advocate

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Senior Developer Advocate with experience in driving strategic planning, content creation and community outreach. Proven track record in project management and solution architecture at Amazon. Skilled in building teams, influencing product roadmaps and improving customer experiences.

Core Skills

Alexa, Voice User Interface Design, NodeJS, Python, PyTorch, OpenAI, Ruby, Ruby on Rails, Heroku, Perl, Javascript, React, jQuery, Java, Blockchain, Smart Contract, PHP, Laravel, C/C++, C#/NET, Objective-C, Swift, VBScript, Unix / Bash, HTML, CSS, SQL, MySQL, Postgresql, Amazon DynamoDB, Amazon Web Services, AWS Lambda, Rise Scorm, Amazon S3, Amazon CloudWatch, Redis, Selenium, UNIX, StreamYard, OBS Studio, Streamlabs, Restream

Education

Stanford Inter-University Center
Yokohama, Japan
Sep 2011 - Jun 2012

Japanese Studies

California State University
Northridge
Sep 2001 - Jun 2006

Bachelor of Computer Science
Computer Science

Languages

English *(fluent)*
Japanese *(fluent)*

- Published 5 Alexa sample skill projects on GitHub earning 1000s of stars and forks.
- Recruited and led the team, behind the AWS Alexa Skill Builders training course.
- Hosted 20 hackathons, driving feature adoption and leading to the publication of 100s of innovative skills.
- Delivered 100 talks and workshops, onboarding over 150k developers.
- Used third-party tools to rank feature requests, leading to the option of 5 community-driven features.
- Mentored and educated two new hires and guided them through their first projects.
- Worked with global teams to establish a localization strategy increasing productivity 70%.
- Gave five presentations in Japanese at Alexa events in Tokyo and Osaka

Senior Software Developer
Zoe Media Group | *Hollywood*

Apr 2017 - Jul 2017

- Unified four services under single sign-on, reducing confusion, cutting support requests and boosting engagement.
- Built automation tools to aggregate and report sales revenue to stakeholders.
- Integrated Amazon Pay across all e-commerce platforms increasing revenue streams 3x.
- Fixed a subscription bug and collaborated with billing to recover lost revenue.

Senior Software Developer
Booktrope | *Los Angeles*

Sep 2013 - May 2016

Japanese-English Dictionary Manager
CrossLanguage | *Tokyo, Japan*

Sep 2012 - May 2013

Japanese-English Dictionary Intern
CrossLanguage | *Tokyo, Japan*

Jun 2012 - Aug 2012

Senior Software Developer
CrownPeak | *Los Angeles*

Mar 2009 - Aug 2011

Associate Web Application Engineer
CrownPeak | *Los Angeles*

Sep 2006 - Feb 2009

Certificates

Certified Alexa Skill Builder
Amazon AWS