Gwendolyn Pierce Principal Developer Advocate

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PROFILE SUMMARY

- **Principal Developer Advocate** with **13 years** in developer relations for **cloud and infrastructure platforms**, shaping talk, content and community plans for **App Platform and DigitalOcean Kubernetes**.
- Codes demos in **Python**, **Go** and **JavaScript**, presents with **Slidev** and **Keynote**, and measures programs in **Looker Studio**, **Amplitude** and **Salesforce**.
- Deep experience in **keynote demos**, **open-source community programs**, **developer research** and **DevRel measurement**, using activation and influenced-revenue models that finance and leadership accept.
- Works with **Product**, **Engineering** and **Marketing** leadership on launch plans and conference strategy, and presents the quarterly DevRel report to the CTO's staff.
- Mentors **6** advocates across 3 time zones, runs the internal **speaker training** for engineers, and wrote the advocacy team's **measurement framework**.

TECHNICAL SKILLS

Programming Languages & APIs:	Python, Go, JavaScript, TypeScript, REST APIs
Writing & Publishing Tools:	Markdown, MDX, SEO for developer content, Google Search Console
Video & Streaming Tools:	YouTube, StreamYard, Adobe Premiere Pro, Descript
Presentation & Demo Tools:	Slidev, Keynote, VS Code, Excalidraw, GitHub Codespaces
Community Platforms:	Discourse, Discord, GitHub Discussions, Luma
Analytics & Attribution:	Looker Studio, Amplitude, Salesforce, Common Room, UTM tracking
Feedback & Planning Tools:	Productboard, Jira, Airtable, Notion

EDUCATION

Oregon State University — B.S. in Computer Science — Corvallis, OR · Sep 2009 to Jun 2013

The Linux Foundation — Certified Kubernetes Application Developer (CKAD) — Online · Feb 2025

WORK EXPERIENCE

DigitalOcean — Principal Developer Advocate — Portland, OR (remote) · Jan 2019 to Present

- Planned the developer side of the **App Platform** launch in 2020 and 5 launches since, with keynote demos, launch-day tutorials and partner streams, reaching **190,000** developers in launch weeks.
- Co-designed the maintainer track for **Hacktoberfest** with the community team, with a guide and live office hours that helped **1,200** open-source projects get ready for first-time contributors.
- Ran a developer research program with Product, using interviews and friction logs on **Kubernetes** onboarding, which led to a new first-deploy flow that raised 7-day activation from 24% to **37%**.
- Built the DevRel attribution model in **Looker Studio** and **Salesforce**, tying tutorials, talks and community programs to **$31M** in influenced annual revenue, which kept DevRel headcount through 2 budget cycles.
- Set the editorial plan for the advocacy team's tutorials and **YouTube** series, and edited **120+** tutorials a year from advocates and paid community authors.

Puppet — Developer Advocate — Portland, OR · Aug 2013 to Dec 2018

- Gave **70+** talks at **PuppetConf**, DevOpsDays events and Puppet user groups on configuration management and testing modules before release.
- Moved community support from mailing lists to a community **Slack** with volunteer moderators and a weekly triage, growing it to **9,000** members.
- Grew the Puppet user group program from 18 to **45** active groups by giving organizers talk kits, a speaker list and travel help for visiting speakers.