

# Jason Torres

Developer  
Advocate

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Twitter: <https://twitter.com/@TasonJorres>  
Github: <https://github.com/jasonetorres>  
Blog: <https://film2code.vercel.app/>  
Email: [jasontorres585@icloud.com](mailto:jasontorres585@icloud.com)

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## Objective

Experienced Developer Advocate and Technical Content Creator dedicated to enhancing customer experience and product adoption through impactful content and community engagement. Skilled in translating complex technical information into polished, user-friendly materials that drive customer success and understanding. Proficient in leading cross-functional teams, managing content projects, and delivering high-quality content that aligns with business goals.

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## Skills

Technical Writing, Content Development (Slide Decks, Diagrams, Scripts), Project Management, Cross-Functional Collaboration, Video Production, Community Engagement, Public Speaking, AWS: EC2, S3, IAM, Cloud Quest: Cloud Practitioner, HTML, JavaScript, React, TypeScript, PHP, Laravel

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## Experience

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### Appwrite / Developer Ambassador

JAN 2024 - PRESENT

- Created educational content including slide decks, diagrams, and scripts to support the adoption of backend-as-a-service solutions.
- Developed comprehensive technical guides and tutorials, aligning with organizational standards and customer needs.
- Implemented content updates based on feedback, ensuring accuracy and relevance.
- Engaged with the developer community through social media, providing targeted content that addresses user needs and promotes product understanding.
- Represented the company at industry events, translating complex product features into engaging presentations and demos.

### TechCommute / Co-Founder & Host

MAR 2023 - PRESENT

- Produced diverse content forms such as blogs, short informational articles, and hands-on tutorials to educate the tech community.
- Developed user-friendly scripts and video content in collaboration with my team, ensuring a consistent and engaging voice across all materials.
- Gathered insights from Subject Matter Experts (SMEs) to create accurate and useful content, tailored to specific user personas.
- Evaluated and improved existing content, introducing innovative methods to enhance usability and effectiveness.
- Hosted and managed a podcast series, turning complex technical insights into accessible language for a global audience.

### Project Manager / Guidance Counselor 2.0 (Desseyn Brands)

SEPT 2023 - PRESENT

- Led the creation and optimization of digital content, including targeted

newsletters and video scripts, to increase user engagement.

- Implemented feedback and SMEs to refine content and ensure it meets organizational standards.
- Managed the production of video content, collaborating with teams to deliver polished, informative resources that aligned with brand messaging.
- Developed content strategies that leverage user personas, ensuring that all materials are targeted and effective for specific audiences.

### **Jason Torres Productions / Production Manager**

JAN 2005 - MAR 2020

- Managed multi-disciplinary teams to produce a wide variety of content for major media projects, including scripts and visual assets.
- Delivered projects on time and within budget, with a focus on maintaining content accuracy and completeness across all materials.
- Collaborated with diverse teams across various locations, ensuring high-quality content delivery in dynamic environments.
- Applied strategic planning and execution skills to content development, directly translatable to managing large-scale content projects in a fast-paced tech environment.

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### **Education**

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### **Penn Foster College / Associate's of Science: IT Specialist**

DEC 2022

### **Scrum Alliance / Scrum Foundation - Certified Scrum Master**

DEC 2022

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