Hannah Seligson

Empowering developer communities through content, code, and collaboration

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PROFESSIONAL SUMMARY

Senior Developer Advocate with 6+ years of experience at high-growth SaaS and DevOps companies. Specializes in developer experience, API platforms, AI tooling, and cloud-native technologies. Proven track record of scaling technical education programs, leading developer-focused content strategy, and speaking at tech conferences. Passionate about open-source, inclusive communities, and bridging engineering with developer ecosystems.

TECHNICAL SKILLS

Languages & Tools: C#, .NET Core, Node.js, Python, React, TypeScript, SQL Server, MongoDB, NUnit, Telerik, Syncfusion

Platforms: Azure DevOps, AWS, Google Cloud, Kubernetes, Docker, Rancher, OpenShift, Redis, Cilium, Terraform, Linux, GitOps, Argo CD

API & Dev Tools: Postman, Mulesoft, OAuth 2.0, Anypoint Platform, AppDynamics, Splunk, SonarQube, Swagger, OpenAPI, OpenAI, Pinecone, Gemini, Anthropic/Claude, Cursor

Additional Skills: Agile/Scrum, Technical Writing, Developer Training, Strategic Partnerships

PROFESSIONAL EXPERIENCE

Senior Developer Advocate

HubSpot – Remote | Jun 2022 – Present

- Built and maintained HubSpot's public Postman workspaces for HubSpot APIs and developer-centric content; earned "Top New API" award and API Network Certification.
- Increased HubSpot API calls with Postman by 38% YoY (2022–2023) and 27% YoY (2023–2024).
- Lead end-to-end GTM strategy and execution for multiple API launches, managing product change, authoring technical communications, and advising on architecture to drive developer adoption and platform growth.
- Owned internal and external API changelogs and technical comms, ensuring version consistency, developer clarity, and faster feedback loops.
- Spearheaded product-focused API update strategy across engineering teams; defined workflows and drove alignment to improve external developer experience and adoption.
- Authored "Workplace Courage: Fostering Bravery in Tech" on HubSpot's Product & Engineering blog.
- Keynote speaker at HubSpot Extend() '22, INBOUND '23, and Postman's POST/CON '24 & '25.

- Contributor and mentor in @HubSpot Change (supporting women and non-binary engineers).

Developer Advocate

Codefresh – Remote | Jun 2021 – Jun 2022

- Led creation and roadmap of GitOps Certification Program, improving internal and external adoption of Argo CD and GitOps workflows; enabled scalable developer onboarding for 14,000+ students worldwide.
- Published tutorials and GitHub repos on Argo CD, Helm, Kustomize, and GKE Autopilot.
- Managed content strategy for SEO and technical content in the Codefresh Learning Center.
- Contributed to the CNCF Glossary.
- Keynote speaker at ArgoCon'21 and GitOpsCon EU'22.

Software Developer II & API Evangelist

AmTrust Financial – Cleveland, OH | Nov 2018 – Jun 2021

- Developed RESTful APIs using ASP.NET Core, RAML, and Anypoint Platform.
- Coordinated 50+ internal API workshops for dev, QA, and business teams.
- Founded developer-led DE&I and engagement groups; authored internal inclusive language guide.
- Managed developer wiki and internal content strategy; liaison for Center of Excellence initiatives alongside Director of Engineering.

Software Developer

Orange Coast Title Company – Santa Ana, CA | Jun 2016 – Nov 2018

- Maintained internal/external .NET web and WPF applications for title services.
- Developed responsive UIs using HTML, CSS, JavaScript, and Bootstrap.
- Managed SQL Server databases using EF, LINQ, and ADO.NET.

Project Manager

FORT Ventures, LLC – Columbus, OH | Apr 2015 – Oct 2015

- Implemented Agile/Scrum processes and trained a self-organizing development team.
- Delivered Power Philanthropy platform for the Columbus Foundation, raising $15M+ in 24 hours.
- Managed branding, publishing, web development, and reporting for digital projects.

EDUCATION

- **The Software Guild** – Akron, OH
  Certificate: C# Full-Stack Development
- **Academy of Art University** – San Francisco, CA
  BFA: Journalism
- **Columbia College Chicago** – Chicago, IL
  BA: Fiction Writing