

Anthony Giuliano

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PROFESSIONAL EXPERIENCE

BLOCK, INC. (formerly SQUARE, INC.)

New York, NY

Staff Developer Relations Engineer

Sept 2025 – Present

- Lead the YouTube video content program for Block's open-source AI agent, "goose", delivering a 105 % increase in subscriber growth over 6 months and producing the most viewed developer videos in the company.
- Produce technical explanation videos for Block's Board of Directors, translating complex technical concepts and major product milestones into clear, executive-ready narratives.
- Deliver talks about the "goose" developer ecosystem at conferences and meetups, engaging audiences and amplifying Block's open-source presence and developer credibility.
- Coach developer relations engineers on presentation skills for both video and live events, enabling them to deliver clear, impactful technical talks and product demos.

Senior Developer Relations Engineer

Sept 2022 – Sept 2025

- Scripted, performed, and edited educational videos and technical tutorials that educate developers on effectively using Square's APIs and SDKs, resulting in a 37% increase in viewer retention (average percentage viewed).
- Designed and implemented a scalable, end-to-end video production process by creating instructional resources and establishing clear workflows for planning, scripting, filming, and editing.
- Collaborated with creative and marketing teams to lead Square's developer video program, shaping the content strategy and redesigning the look and feel to improve clarity, tone of voice, brand consistency, and scalability.
- Delivered talks and authored technical tutorial blog posts on payment best practices and implementations, representing Square and contributing to the broader developer community.

IONIC

Remote

Developer Advocate - Stencil

Aug 2021 – Aug 2022

- Boosted traffic to the Stencil documentation site by 33% in 6 months through strategic content rewrites and clear communication of updates to the Stencil developer community.
- Created sample applications and authored in-depth blog tutorials, simplifying complex technical concepts and showcasing practical use cases for Stencil.
- Owned and executed the end-to-end process of producing video tutorials, covering both high-level overviews and in-depth technical concepts related to Stencil and design systems, with a focus on topics identified through community feedback.
- Presented at multiple conferences, effectively introducing Stencil and web components to a wider frontend developer audience.

AUDIBLE, INC.

Newark, NJ

Frontend Engineer

Jul 2020 – Jul 2021

- Implemented state management logic with React to ensure the web audiobook player's state persisted seamlessly across multiple pages, improving user experience.
- Partnered with UX designers to develop reusable React components for a new component library, streamlining development across all web teams.
- Spearheaded accessibility improvements across Audible's web pages, identifying and resolving 59 accessibility bugs to enhance the user experience for all customers.

EDUCATION

UNIVERSITY OF NOTRE DAME

Notre Dame, IN

B.S in Computer Science, Cum Laude
GPA: 3.7

May 2020

TECHNICAL SKILLS

Programming Languages & Frameworks: Next.js, React, Stencil, JavaScript, TypeScript, Node.js, Express, Java, Python
Video Production & Editing: Adobe Premiere Pro, Adobe After Effects, Screen Studio, Video Editing, Video Production
Tools & Technologies: Git, JIRA, GitHub, Asana