Shelbey Casalena

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I am a driven and effective Software Engineer. I started my career in music and found my way into other creative disciplines with an increasingly technical focus, eventually running an affiliate website and obtaining more formal education in software development. When presented with a technical need or problem, I bring a unique level of resourcefulness and persistence in providing a complete solution.

• **JavaScript**	• **Python**	• **Heroku**	• **ORMs (e.g. Sequelize)**
• **React**	• **Flask**	• **AWS**	• **Canva**
• **Express**	• **Django**	• **Google APIs**	• **Photoshop**

GoToThese.com
Self-directed project. Software Engineer
June 2024 - present · San Francisco

A website allowing users to collect places they have been and privately review for friends and family.
- **Created the site using Python (Django Rest Framework), React, and Heroku**, improving scalability over an earlier Flask + Render build from early 2024.
- **Integrated Google Places API** and Maps Platform to access the user's current location, provide autocomplete search, and to show a map that smoothly reacts to place additions.
- **Reduced API call costs** by writing functionality to cache Google Place images on AWS S3 (as permitted by Google's policy).
- **Wrote CSS for a responsive interface** that works well on screens of all sizes.
- **Implemented password reset email** using Twilio SendGrid.

ShrimpOnALeaf.com
Sole Proprietor. Software Engineer, Content Creator
Jan 2021- Aug 2023 · San Francisco

Educational science website for plant and aquarium hobbyists with 37K+ unique visitors.
- **Developed an affiliate link website** using HTML, CSS and JavaScript in support of a social brand I had built, and worked with aquarium brands to promote their products through shrimponaleaf.com and social media.
- **Earned 37K+ unique visitors and earned commissions** on affiliate link bounties through the Amazon Affiliate Program and other brand partnerships.
- **Amassed 300k followers** (40K+ on Instagram, 270K+ on TikTok) and over 11 Million likes.
- **Generated over 2 million views for brand partners** on Tiktok & Instagram.
- **Harnessed viral moments to promote the website** including a back-and-forth collaboration with Science Educator Hank Green.

Consulting
Apr 2020 - Aug 2024

- **Mucho Mate**, Software Development
  - Provided a nuanced technical implementation for a logo to load fast and animate smoothly on hover using an optimized PNG sprite, CSS, and JavaScript.
- **Nue.io**, Social Media Digital Marketing Strategy
  - Reviewed long-form content to distill compelling Revenue Operations narratives.
  - Produced video and graphics to post on their social channels, primarily LinkedIn.
- **Hiip SF**, Content Strategy and Production
  - Produced high-quality photography, videos, and marketing emails for hiip (a San Francisco fashion startup) to re-engage existing customers and attract new ones.
  - Helped with social media strategy and implementing tools for scheduling posts.

Roller Rabbit

Jul 2019 - Mar 2020

Digital Content Manager

New York

- **Grew the company's social following by 40%** while leading social media content strategy and content management through celebrity gifting, brand partnerships, Instagram story takeovers, contests, posting customer-submitted content.
- **Optimized campaign performance by analyzing data** in Hootsuite, improving post timing and content effectiveness.
- **Trained and managed a Marketing Coordinator and an intern** for content collection and community management.
- **Developed a clothing sample management process** that was adopted permanently.

Opera Career

Jul 2013 - Mar 2019

Singer & Teaching Artist

San Francisco & New York

- **Selected Productions**, Lyric Soprano
  - **Musetta** in **La Bohème by Puccini.** Long Island Opera Company, New York.
  - **Winefred** in **The Bone Keepers by Casey O'Neil.** American Opera Projects, New York.
  - **Jenny** in **Hoodslam the Opera** (an adaptation of The Rise and Fall of the City of Mahagonny). Oakland WWE troop Hoodslam & Oakland Opera Theatre at Oakland Metro Opera House.
  - **Baron Von Puck** in **La Grande-Duchesse de Géroldstein by Offenbach.** FAVA (in a touring performance of the Dordogne region of France).
- **San Francisco Opera Guild San Francisco**, Teaching Artist
  - Worked with *Opera à la Carte* to create a safe and fun environment and collaborative Opera performance, inspiring students to get involved in music.
  - Visited over 30 Bay Area schools to mentor young performers from many backgrounds.

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App Academy

Graduated Summer 2024

Software Engineering Full Time Immersive Graduate

One of only five students (from my cohort of 50) to complete the program without failing or repeating a section. After the program I continued my studies and projects for the subsequent 9 months (extending to various technologies not covered) before beginning applications in March 2025.

San Francisco Conservatory of Music

Graduated 2013

Bachelors of Vocal Performance