

DEVEN ROBINSON

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PROFILE

Digital Professional with experience in digital design, production & project management. Organized self starter & problem solver who excels in controlling project workflow, executing client project plans and having solid working knowledge of current Industry trends.

EXPERIENCE

Earl G. Graves Ltd. – Blackenterprise.com (NY, NY): Digital Design & Production Manager **04/18 – Present**

- Be involved in all aspects of the design & production life cycle for digital campaigns, including architecture, development, testing, training, implementation and support of IT systems. Clients included T-Mobile, Salesforce, Prudential etc.
- Managed digital website production for monthly virtual events/summits sponsors included Amazon, Toyota, Walmart etc.
- Collaborated with internal sales/marketing teams and media planners for RFP responses for client and project acquisition and on media distribution schedules for interactive advertising assets.
- Develop, execute and lead email deployment, planning, QA, calendars, and timelines.
- Proactively identify potential risks while seeking partnership from internal teams to prioritize and mitigate/resolve issues.
- Develop and implement Quality Assurance strategies across content delivery and product development.
- Established clear priorities and expectations for tasks/deliverables across teams accountable for work; communicating effectively to all or senior managers with regard to work in progress, and proactively following up on action items.
- Served as a liaison to clients, and third-party vendors to ensure successful project delivery.
- Facilitates initial set-up using CRM interface and monitors progress throughout all phases of the project lifecycle, including detailed timing/scheduling of tasks & milestones, resourcing, tracking, change management and quality control.
- Designed & produced various email, landing page & microsite templates in collaboration with marketing & editorial, these templates were used by sales to pitch to potential clients.
- Designed, developed and deployed a multi-stage redesign for BlackEnterprise.com in collaboration with various departments. this resulted an increase in revenue opportunities, and site speed.

Earl G. Graves Ltd. – Blackenterprise.com (NY, NY): Digital Producer **10/14 – 03/18**

- Assigned digital production team members (which included a Digital Art Director, Web Administrator & Front-End Developer.) to projects, managed project details and oversaw execution of projects from conception. through completion.
- Track and report on any key project/product/team metrics as required through task lists, issue tracking, status reports, and meeting notes.
- Responsible for a more efficient project management system that increased transparency on projects in the system and led to 50% faster delivery times across all company departments.
- Reviewed deliverables to ensure they meet client's overall strategies and objectives while adhering to established brand standards.
- Serve as liaison between technical and non-technical departments.
- Managed entire email marketing process - including copywriting, design, coding and deployment through our ESP.
- Managed the launch of the launch Black Enterprise's Events Native App and measured the performance using basic KPI's (such as sessions attended, banner impressions etc.).
- Designed web interface for Livestream video for Event conferences.
- Implemented live streaming & video on Demand infrastructure for company 3 annual events and digital campaigns when sold, this resulted in an increased in our overall traffic.
- Member of the Black Enterprise TechConneXt Summit Steering Committee, in which I facilitated the identification and resolution of digital project issues.

Earl G. Graves Ltd. – Blackenterprise.com (NY, NY): Freelance Web Producer **04/12 – 9/14**

- Designed online creative for marketing packages, advertising campaigns & events.
- Mocked and prototype iterations using the CMS Wordpress and front-end development languages HTML, CSS & jQuery.
- Built company e-newsletter blasts.
- Updates, revise and manage existing online assets across Black Enterprise channels and event websites, including Golf & Tennis Challenge, Women of Power Summit, Entrepreneurs Conference etc.
- Developed gamification strategy/program and engagement mechanics for the company video small business campaign "Small Business University", sponsored by Dell & AARP.
- Help launched "Driving Innovation Hackathon" sponsored by Toyota, the first African-American livestream hackathon.
- Reports to Development Manager & Art Director to manage queue of requests ensuring timely response to needs.
- Contributed to responsive event websites redesign through planning, wire framing, user interface design, usability testing.

Radio One, Inc. – Interactive One (NY, NY): Freelance Web Designer**02/12 – 03/12**

- Designed the online creative for marketing/campaigns, special events, sweepstakes, for various clients.
- Supported a team of Art Directors in the design up of visual solutions to align communications with brand strategy.
- Provided production support using front-end languages such as HTML and CSS.
- Articulated verbally and graphically specific design ideas to other team members and clients.

Time Inc./Warner Bros. - ESSENCE.com (NY, NY): Web Production Designer**02/11 - 12/11**

- Mocked and prototyped iterations in various languages such as HTML, CSS, JavaScript/jQuery and ActionScript.
- Designed the online creative for marketing packages, advertising campaigns, special events, sweepstakes, newsletter blasts and micro-site projects, for clients including Disney, Pantene, Ford, Coca-Cola, McDonalds etc.
- Designed and deployed company Newsletters & e-mail blasts.
- Member of the production team in the responsible for the design & launch of the 2011 ESSENCE Music Festival website.

Time Inc./Warner Bros. - ESSENCE.com (NY, NY): Freelance Web Designer/Producer**01/10 - 02/11**

- Created wireframes, flowcharts and sitemaps for ESSENCE Initiative.
- Built photo galleries, quizzes, live chats and polls for ESSENCE.com photo and love channels.
- Created designs and layouts for microsites, banners and landing pages.

SKILLS

- Strong self-starter with high standards and excellent attention to detail.
- Excellent multitasking ability to coordinate multiple projects, meeting both scheduled and unscheduled deadlines.
- Strong problem-solving skills; encourages new innovative solutions when appropriate.
- Excellent written and verbal communications skills with a demonstrated ability for effective teamwork and attention to detail.
- Proficient in general front-end digital technologies (HTML 5, CSS 3, Wordpress PHP) & CMS-based platforms.
- A core understanding of design principles such as typography, color, layout and imagery.
- A core understanding of user experience principles such as research, usability , wireframing, heatmaps & flowcharts.
- Ability to evaluate business trends.

SOFTWARE/TOOLS

- **Adobe Creative Cloud:** Photoshop, Dreamweaver, Illustrator, XD, Acrobat & InDesign
- **Project management programs & Tracking systems:** Basecamp, Asana, Slack, Project Bubble, Redmine
- **Content management systems:** Wordpress, Drupal, Shopify, Squarespace, Moveable Type & Ceros (formally Crowdfusion), vFairs
- **Video content management systems:** JW Player, Connatix, Kaltura & Limelight, YouTube, Vimeo
- **Content Relationship Manager:** Upland Software, Salesforce
- **Template-driven systems/APIs:** Mailchimp, Formstack, Survey Monkey, CheetahMail, Streamsend, JotForm, Woobox etc
- **Analytics tools:** Google Analytics, Omniture, Parse.ly
- **Microsoft Office:** Word, Excel, Teams, Powerpoint, Outlook

EDUCATION

B.Tech in Communication Design - **New York City College of Technology, CUNY** (Brooklyn, NY) – August 2008

A.A.S in Digital Art & Design - **Queensborough Community College, CUNY** (Queens, NY)- May 2005