

# DEVEN ROBINSON

New York, NY

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## PROFESSIONAL SUMMARY

Digital production leader with 15+ years of experience delivering large-scale editorial, branded, and event-driven digital experiences. Proven expertise in end-to-end website production, WordPress/CMS operations, digital campaign execution, and cross-functional project leadership spanning editorial, marketing, design, development, and external clients. Skilled in translating business and editorial objectives into high-performing digital products, including website redesigns, newsletter optimization, and audience growth initiatives. Recently expanded capabilities through AI/LLM-assisted workflows to improve production efficiency, accelerate front-end development, and enhance digital execution strategy.

## PROFESSIONAL EXPERIENCE

**BLACK ENTERPRISE, New York**

**2018 – Present**

*Director of Digital Production*

- Lead end-to-end digital production strategy across editorial, branded, and event-driven initiatives for BlackEnterprise.com.
- Directed the full redesign of BlackEnterprise.com, overseeing UX strategy, information architecture, design execution, development coordination, QA, testing, and launch.
- Develop digital platform roadmaps supporting audience growth, content distribution, and revenue initiatives.
- Lead digital production for flagship editorial franchises including BE 100s, Corporate Directors, and 40 Under 40, and separately produce interactive digital cover experiences featuring prominent business leaders and entrepreneurs.
- Lead redesign and optimization of the Black Enterprise newsletter, improving engagement and enabling new sponsorship and monetization opportunities.
- Drive audience acquisition strategies using on-site lightboxes, newsletter opt-ins, and segmentation workflows to grow targeted audiences.
- Analyze performance using Google Analytics and email metrics to optimize engagement, conversion, and content strategy.
- Partner with marketing, sales, and media teams to support RFP responses and digital advertising initiatives for enterprise clients.
- Led cross-functional initiative securing grant funding for in-house video production equipment through stakeholder alignment and executive presentation.
- Integrate AI/LLM tools into production workflows to accelerate front-end development, generate code solutions, and improve execution efficiency.

**BLACK ENTERPRISE, New York**  
***Digital Production Lead***

**2012 –2018**

- Produced interactive digital campaigns, event platforms, and audience engagement experiences across Black Enterprise properties.
- Managed registration systems for HBCU hackathons ensuring seamless user experience for participants.
- Oversaw development of mobile event applications for major events including ABFF, supporting registration, agendas, push notifications, and engagement features.
- Managed cross-functional teams of designers, developers, and vendors to deliver digital projects on time and within scope.
- Served as liaison between livestream vendors and internal teams to integrate live broadcasts across event platforms.
- Supported execution of major conferences including Women of Power, Entrepreneurs Summit, Black Men XCEL, TechConneXt, and American Black Film Festival.
- Supported interactive advertising campaigns for clients including Disney, P&G, Coca-Cola, Ford, and Samsung.
- Contributed to TechConneXt steering committee supporting digital innovation initiatives.
- Designed and produced digital campaigns, landing pages, and promotional assets supporting editorial, marketing, and sponsorship initiatives.
- Launched Small Business University, a 10-week interactive digital campaign featuring video content and sponsored engagement experiences.
- Supported Toyota-sponsored Driving Innovation Hackathon, one of the first livestreamed African American hackathon initiatives.
- Managed and updated digital assets across major event properties including Women of Power Summit and Entrepreneurs Conference.
- Designed digital and social media assets supporting multi-channel campaigns.

**Radio One, New York**  
***Freelance Web Designer***

**2012 – 2012**

- Developed digital campaigns and promotional creative for nationally recognized media and radio brands.
- Built interactive prototypes used in client presentations and sponsorship development.
- Translated campaign concepts into functional web experiences using design and front-end production skills.

**ESSENCE/TIME INC., New York**  
***Web Production Designer***

**2010 –2011**

- Created UX wireframes, site maps, and user flows for editorial and digital campaign initiatives.
- Built interactive web features including galleries, quizzes, polls, sweepstakes, and engagement tools for Essence.com.
- Designed microsites, landing pages, and banner campaigns supporting editorial and advertising initiatives.
- Supported ESSENCE Ning community engagement through content management and audience interaction.
- Led production of ESSENCE Music Festival 2011 digital experience.
- Translated print campaigns into digital experiences across ESSENCE platforms.

## **EDUCATION**

**Bachelor of Technology (B.Tech), Communication Design**

New York City College of Technology, CUNY

**Associate of Applied Science (A.A.S), Digital Art & Design**

Queensborough Community College, CUNY

## **CERTIFICATIONS**

**Google AI Essentials (2026)**

## **TECHNICAL SKILLS**

WordPress CMS, HTML5, CSS3, Digital Production, Project Management, Google Analytics, Adobe Creative Suite, Email Marketing, CMS Platforms, AI/LLM Tools, Front-End Web Production, QA Testing, Digital Campaign Management

## **CORE SKILLS**

- Digital Production Leadership
- WordPress / CMS Operations
- Website Redesigns & UX Execution
- End-to-End Project Management
- Cross-Functional Team Leadership
- Digital Campaign Development
- Audience Growth & Engagement Strategy
- Newsletter Strategy & Optimization
- HTML5 / CSS3 Production Support
- QA, Testing & Launch Management
- Stakeholder & Vendor Coordination
- Data-Driven Optimization (Google Analytics)

- AI-Assisted Production Workflows