

# Donovan Adams

## Sr. Director of Content Engineering

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### Summary

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Marketing technology and experiential development leader with decades of experience creating engaging digital initiatives with a focus on the retail and entertainment space. Able to navigate emerging technologies and innovation with proven results in fast paced environments. Team building and team elevation through creativity, efficiency, and technical expertise. Managed teams through multiple digital transformation and operational improvements.

### Work experience

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Sr. Director of Content Engineering June 2016 - Present

Hudson's Bay Company - Saks, Saks Off 5th, The Bay, Lord & Taylor

Responsible for overseeing 20+ team of highly skilled Front End Engineers and Web Producers across Saks 5th Avenue, Saks Off 5th, Lord & Taylor, and The Bay businesses. Strategic planning of date driven deliverables through code efficiency while maintaining immersive and engaging storytelling. Emphasis on innovation through tooling and systems that integrate with various company wide technology initiatives. Work directly with cross functional teams across different business units. Manage resources and capacity allocation along, with ensuring KPIs are met and teams are correctly aligned with business goals. Report to SVP of Engineering and Chief Product Officer.

Director of Interactive Development March 2015 - June 2016

Hudson's Bay Company - Saks, Off 5th, The Bay, Lord & Taylor

Sr. Manager, Editorial Front End Development August 2014 - March 2015

Hudson's Bay Company - Lord & Taylor and The Bay

Manager of Interactive Development December 2013 - August 2014

Macy's

Led team of 4 Front End Developers using HTML, Javascript w/OOP, HTML5, CSS, CSS3, Actionscript, jQuery, RWD, Compass/Sass, Handlebars, Angular, Node.js, MongoDB. Managed resource allocation planning, architectural planning, technical specifications, budgeting, and 3rd party vendor development life cycle.

Senior Interactive Developer September 2010 - December 2013

Macy's

Responsible for front end development using Actionscript 3, HTML, Javascript w/OOP, HTML5, CSS, CSS3, jQuery, RWD, Compass/ Sass, Handlebars, JS, MongoDB. Executed development of projects in addition to leading a team of Developers, managed 3rd party vendor development life cycle, provided technical leadership and implementation guidance, as well as resource allocations and budgeting. Worked on high profile corporate campaigns such as Fashion Star, Only One Star, Believe, Brasil, and many more.

Senior Flash Developer

May 2010 - September 2010

R/GA

Provided technical team leadership and management for Acuvue Facebook project. Worked with project stakeholders and managed 3rd party vendor in providing backend services. Integration of Azure web services and Facebook API.

Flash Developer

August 2005 - May 2010

Syfy Channel - NBC/Universal

Sole Flash Developer responsible for all digital departments Flash requirements. Worked with creative, marketing, and advertising on execution of Flash to support on-air and off-air initiatives. Worked with Front End team on PHP based template and project integration.

Designer and Web Developer

August 2000 - May 2005

Four Eyes Productions

Interfaced with clients on project lifecycle and was directly involved from conception to deployment. Worked with back-end development team and provided server side development support. Supported and executed company wide Flash development needs.

## Education

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Conservatory of Recording Arts and Sciences

1998 - 1999

Colorado Springs School

1991 - 1995

## Skills

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### Development

React, Node, Hapi, Typescript, AWS, Docker, Webpack, Brightcove, SASS, Microservices, Swagger, Akamai, Scene7, CSS, HTML, RWD

### Tools

Sublime, Adobe CC, PagerDuty, Slack, AppGate, Jira, NewRelic, Okta, Omniture, GSuite, Matlab

### Leadership

Lean Six Sigma Yellowbelt, HBC Leadership Journey Program