Mark Llobrera

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Professional Summary

Tech director and engineering manager with over 20 years of experience. Skilled at building high-performing, inclusive teams, leading tech strategy for complex web products, and contributing to new business growth. Passionate contributor to the web industry and local tech community as a writer, speaker, and educator.

Experience

Bluecadet, Philadelphia
December 2012–Present

Summary: I joined the engineering team as a senior individual contributor and progressed into team and agency leadership roles. Over the last eleven years I have been responsible for growing the engineering team and building our core competencies in web and experiential work.

Executive Tech Director September 2019–Present
- Served on the agency's executive leadership team, guiding overall agency goals and strategy.
- Contributed to an increased conversion rate of 25% for all pursued leads in collaboration with the business development team.
- Led the agency's web and digital product engineering team, emphasizing performance and progression for each member. Successfully sponsored multiple team members' progression up the career ladder.
- Led technical strategy, development, and delivery for the agency's priority web projects.
- Improved project process by creating and socializing new project document templates for team member onboarding, sales-to-production handoff, scope tracking, and delivery.
- Organized weekly engineering R&D sessions, focused on improving accessibility, prototyping new technologies, and consolidating core project codebases.

Tech Director February 2015–September 2019

- Grew the agency's Philadelphia-based engineering team from six to twelve members. Established agency-wide processes for team member growth including 1-on-1s, clear role descriptions, and career ladders.
- Created and managed the agency's developer apprentice program, focused on growing a more inclusive and diverse engineering team. Developed onboarding processes, assigned mentors, and facilitated bi-weekly check-ins with apprentices to set goals and assess progress. Successfully transitioned multiple apprentices to full-time roles.
- Shared Bluecadet's processes and approaches through conference talks, magazine and web publications, and podcast appearances.

Senior Developer December 2012–February 2015

- Introduced decoupled architectures to Bluecadet's experiential work, using CMSes to provide data and media to interactive touchscreen and projection applications. The resulting shift empowered clients to update their installations, reducing the maintenance burden on Bluecadet's engineering team.
- Led technical strategy, implementation, and delivery for large-scale Drupal and WordPress projects, with a focus on CMSes serving data to multiple products (website, interactive kiosks, and native mobile applications).
- Implemented complex CMS platform and data migrations for high-volume news and editorial sites.
- Mentored early-career engineers on web development tools and approaches.
- Facilitated bi-weekly engineering lunch-and-learn sessions, focusing on responsive design, accessibility, and web performance.

Senior Interactive Developer
160over90, Philadelphia
September 2010–December 2012

- Led development for Drupal and WordPress websites, Flash websites, touchscreen applications, and iOS applications.
- Established engineering best practices on a growing team, introducing Git version control and automated deployment processes.

Senior Developer

Domani Studios, Brooklyn

June 2006–September 2010

- Developed websites and online games, combining Flash applications with decoupled CMSes.
- Implemented and delivered interactive applications for live events, integrating timely social media posts via APIs.

Senior Interactive Developer

The Feedroom, New York

July 2004–June 2006

- Architected and implemented the core player application for The Feedroom's video platform, the first streaming video player used on NYTimes.com and USAToday.com. The application was also incorporated into a larger product framework for synchronizing streaming video playback with supporting web content.

Other Experience

Adjunct Instructor

Minneapolis College of Art and Design, Minneapolis

Spring 2013–Fall 2013 semesters

- Created and taught the college's first online course in WordPress, a fifteen-week curriculum focused on introductory PHP, Git, and WordPress. Developed the course unit video content, starter codebase Git repositories, and grading rubric. Assisted students via 1-on-1 office hours during the week.

Technical Skills

- CMS development: WordPress, Drupal, Sanity, Strapi, Contentful
- API development: REST, GraphQL
- Front-end frameworks: Eleventy, Gatsby
- HTML, CSS, JavaScript
- Unix, PHP, MySQL
- PaaS/SaaS platforms: Pantheon, Acquia, CircleCI