David J Adkins II

Email: david@davidadkins.com

Professional Experience

VICE PRESIDENT OF TECHNOLOGY / CHIEF OPERATING OFFICER   August 2013 – May 2020
The Buffalo News, Inc. / [BN]Tech, Buffalo, NY

Hired into a new executive role at the Buffalo News designed to bring together both Information Technology and Digital Development into a single umbrella with the goal to update outdated systems, processes, and procedures. Role was expanded to include digital revenue responsibility and to startup [BN]Tech, the technology arm of the Buffalo News, focused on selling our technology to other newspapers and media companies. Responsible for managing department of 25 employees, $3M annual IT budget, and $4M in annual revenue.

Key Projects and Achievements
- Developed proprietary data collection technology utilizing GoLang, Apache Kafka and ElasticSearch that enabled data-based decision making for The Buffalo News and it's [BN]Tech customers, along with a smart pay meter and smart subscription technology which generated over $1M in revenue for the Buffalo News.
- Served as key stakeholder for our digital subscriptions and revenue efforts and represented The Buffalo News at industry organization events. Regular speaker at industry events focused on technical solutions to business problems.
- Replaced and upgraded network infrastructure in an aging building, including wiring, firewalls, switches, servers, and phones. Migrated away from physical servers and tape backup to a Cisco UCS, VMWare environment and Veeam cloud backup. Allowed the company to reduce overall IT costs and number of full-time employees and increased IT output as well as gaining a full disaster recovery solution.
- Renegotiated and consolidated vendor agreements throughout the organization, reducing total vendor spend by 30% annually.
- Migrated websites to enterprise AWS architecture capable of scaling to billions of page views utilizing Amazon S3, EC2, RDS, and other services.
- Implemented Scrum/Agile methodology throughout the organization and developed a system to allow for rapid development with minimal support from the development team.

ADJUNCT FACULTY
Erie Community College, Buffalo NY   August 2019 - Present

Hired to develop a continuing education curriculum for an Introduction to Full-Stack Web Development course where students and adults could gain the necessary skills to start a career in web development. The course focused on HTML, CSS, and JavaScript fundamentals and then moved to PHP and WordPress for small website development. The program was expanded in the Spring 2020 semester to be a 3-course series where the second two courses would be separated into two tracks, front-end and back-end development.

DIRECTOR OF SYSTEMS AND DIGITAL TECHNOLOGY
Sarasota Herald-Tribune (Halifax Media Group), Sarasota, FL   May 2008 – August 2013

Recruited to manage design and development of digital initiatives in the local market as well as act as liaison for the corporate office for all digital initiatives. Promoted to senior management role within the organization and became responsible for all IT infrastructure and digital strategy to increase web traffic and online revenue while decreasing fixed costs and improving efficiency. Managed a team that became a keystone for the entire organization and the model for IT/digital technology departments in the New York Times Regional Group and Halifax Media Group.

WEB MANAGER, Sarasota Magazine, Sarasota, FL   April 2006 – May 2008

Hired to manage the redesign of nine magazine websites utilizing obsolete technology and to introduce new revenue streams for the magazines. Hired, trained, developed and lead a team of programmers and designers to work for the organization. Managed a $150,000 operating budget. Scope of position included full life cycle development, design, programming, implementation, support, training, administration, and management authority for all aspects of online presence. Spearheaded transition from outdated websites to highly functional, interactive, user-friendly web. Increased web traffic by 200% and created the company's first revenue stream through banner advertisements.

Education & Certifications

UNIVERSITY AT BUFFALO – Buffalo, NY
B.S. / M.S. Computer Science, 3.504 GPA
-Focus in machine learning and artificial intelligence

NORTHERN VIRGINIA COMMUNITY COLLEGE – Manassas, VA
A.A.S. Information Systems Technology, 3.62 GPA
-Specialization in application development

COMPUTER LEARNING CENTER – Manassas, VA
Network Engineering and Management certification, 4.0 GPA

Technical Certifications

-**AWS Certified Practitioner**	-**SCJP** – Sun Certified Java Programmer
-**CSM** – Certified ScrumMaster	-**MCSE** - Microsoft Certified Systems Engineer
-**CNA** - Certified Novell Administrator	-**MCP+I** - Microsoft Certified Professional + Internet

Development Technologies and Concepts

-GoLang	-Python	-Java	-PHP
-Javascript	-HTML	-CSS	-NodeJS
-ReactJS	-Tensorflow	-Apache Kafka	-ElasticSearch
-MySQL	-PostgreSQL	-NoSQL	-Rest APIs
-Apache Web Server	-AWS Services	-GitHub / GIT	-TLA+ / PlusCal
-SparkJava	-WordPress	-IoT Development	-C / C++
-Deep Learning	-Statistics	-Reinforcement Learning	-Algorithms
-Distributed Systems	-Machine Learning	-Linear Algebra	-Probability