





ROBERT LANHAM

DIGITAL PLATFORMS & STRATEGY LEADER

CONTACT

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STRENGTHS

Digital Strategy

Team Management

Data Analytics & Insights

UX & UI

Accessibility

SEO

Project Management

Budgets & Forecasts

Stakeholder Communication

Relationship Management

SKILLS

GA4, GTM, Looker

Agile Development

JIRA

Notion

Miro

Asana

Tessitura

Front End Development

Adobe CS

CRM & CMS Softwares

PROFILE

I'm a seasoned Digital Director with diverse experience in publishing, the arts, and technology.

WORK EXPERIENCE

New York Philharmonic - New York, NY

The renowned symphony orchestra which performs at David Geffen Hall, Lincoln Center.

Director, Digital Platforms & Experience

2019 - Present

- Primary stakeholder for website, online ticketing, and related digital platforms.
- Develop and execute comprehensive digital strategies.
- Oversee site architecture, usability, SEO, and Tessitura integration.
- Manage workflows and tasks using JIRA, Notion, Kanban, and related tools.
- Leverage analytics (GA4, Looker) to derive actionable insights.
- Oversee departmental budget.
- Implement security protocols, privacy regulations, and compliance standards.
- Manage digital agencies contracted for online development.
- Lead and mentor the digital team.

Associate Director, Digital Platforms & Experience

2017 - 2019

- Project-managed the company's annual season announcement.
- Managed the CMS, overseeing user access, permissions, and workflows.
- Spearheaded an accessibility audit and implementation initiative.
- Provided support to the VP with digital strategy development and execution.

Digital Producer & Developer

2011 - 2017

- Contributed to the maintenance of the nyphil.org code base.
- Managed front-end development, including CSS and JavaScript libraries.
- Implemented production and content updates in the CMS.

The College Board - New York, NY

A not-for-profit that manages standardized tests including the SAT.

Front-End Developer/Engineer

2007 - 2010

- Developed and maintained corporate and affiliated websites utilizing CSS, HTML, JavaScript, and related technologies.
- Ensured accessibility compliance with the Americans with Disabilities Act.
- Conducted thorough code reviews to maintain high code quality standards.
- Participated in Agile code scrums, including sprint planning and daily stand-ups.

Condé Nast - New York, NY

Global media company home to renowned brands including Vogue, GQ, and The New Yorker.

Developer/Engineer

2004 - 2007

- Front-end development for the masthead website and its many verticals.
- Utilized version control systems to manage the codebase efficiently.
- Ensured cross-browser compatibility and uniform user experience.
- Stayed current with emerging front-end technologies and best practices.

EDUCATION

B.A., English & Religion

Virginia Commonwealth University
Richmond, VA

INTERESTS

Writing oddball things

Live music – anything from indie to
bluegrass

Crockpot cooking

Haruki Murakami

Technology, of course

Weird glassware

My “big-boned” and blind cat, Louie

Author & Journalist – New York, NY

My writing has appeared in dozens of publications and I founded FREEwilliamsburg.com, called 'an essential New York blog' by New York magazine.

Books

1998- present

- *The Hipster Handbook* / Random House-Anchor Books
- *The Subway Chronicles* (contributor) / Penguin Group
- *Food Court Druids* / Penguin Group
- *The Sinner's Guide to the Evangelical Right* / Penguin Group

Publications

- *The New York Times*
 - *Salon*
 - *The Washington Post*
 - *Playboy*
 - *McSweeney's*
 - *The Awl*
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