DOUGLAS A. NEWMAN

Public servant working to improve the customer experience for millions of public transportation riders.

EXPERIENCE

Metropolitan Transportation Authority, New York, NY
Website Content Strategist, July 2023–Present
- Oversees web content for North America's largest transportation agency as a key member of the content team within the MTA Headquarters customer experience department.
- Works with leadership and other stakeholders from all MTA agencies and departments to develop customer communication strategies and ensure all web content is accurate, relevant, and customer-focused.
- Leads the MTA's web content strategy, including for major initiatives such as North America's first congestion pricing program, a new flagship MTA app, the 2023 fare and toll change, major subway service changes related to track replacement on the 63 St Line, and the Queens bus network redesign.
- Manages multiple web content updates each day, editing and approving content from stakeholders across the MTA.
- Serves as an *ad hoc* member of the MTA digital services team, collaborating with product managers and software developers to improve the MTA's web content management system.

Macmillan Learning, New York, NY
Senior Media Editor, May 2022–June 2023
Media Editor, April 2021–May 2022
Associate Media Editor, August 2019–April 2021
Assistant Media Editor, August 2016–August 2019
- Managed the editorial development and production of higher education STEM courseware and associated digital content including e-books, animations, interactives, videos, online assessment, and supplementary instructor and student resources at one of the world's largest publishers.
- Hired and managed a team of contract subject-matter-expert content developers and reviewers in each subject area.
- Worked closely with colleagues across departments, including in:
  - Program management to set project requirements, budgets, and schedules.
  - Content development to develop and revise content.
  - Content management to ensure the timely turnover of content and give editorial advice during the production process.
  - Marketing to solicit feedback from the market and ensure content met customer needs.
  - Product and technology to represent the editorial perspective in the selection and development of technologies and tools.
  - Sales and customer success to support customers after projects went live.
- Selected and managed vendors, ensuring the delivery of quality work on time and on budget.
- Served as accessibility lead for the quantitative sciences media editorial team, ensuring content met accessibility standards and training colleagues on accessibility best practices.
- Supported diversity, equity, and inclusion as founding communications lead for LGBTQ+ employee resource group.

EXPERIENCE *(continued)*

Oxford University Press, New York, NY
Market Development Assistant, November 2015–April 2016
Market Development Intern, June 2015–October 2015
- Supported market development of new higher education textbooks at the world's largest university press.
    - Researched and signed reviewers.
    - Managed reviews and class tests.
    - Wrote and edited copy.
    - Edited videos.
    - Produced and deployed email and web campaigns.
    - Analyzed email and web metrics.
    - Deployed surveys and analyzed survey results.
- Represented the higher education group on the global academic division social media committee, collaborating on the editorial calendar and approach of OUP's social channels and award-winning blog.

EDUCATION

Harvard University, Cambridge, MA
Master of Liberal Arts in Extension Studies, Digital Media Design, 2019
- Coursework including Capstone Design Studio, Modern and Mobile Front-End Web Design I and II, User Experience Engineering, Dynamic Web Applications, Introduction to Mobile Application Development, Introduction to Instructional Design, and Introduction to Visual Communication Design.

Harvard University Extension School, Cambridge, MA
Graduate Certificate, Web Technologies, 2018

Stony Brook University, Stony Brook, NY
Bachelor of Arts, History, 2014

ORGANIZATIONS

American Public Transportation Association
Member, Marketing, Communications, and Customer Experience Committee

Young Professionals in Transportation International
Member, New York City Chapter

SKILLS

- Proficient with software including Microsoft Office, G Suite, Adobe Acrobat and Creative Suite, LaTeX, Jira, Confluence, and Smartsheet.
- Web developer familiar with front-end technologies including HTML, CSS, and JavaScript; back-end technologies including SQL, PHP, and Python; and content management systems including Drupal and WordPress.
- Familiar with basic statistics and data analysis in R.
- Experienced writer and editor.