

Douglas A. Newman

dougnewman.org · linkedin.com/in/dougnewman/

Transportation professional and public servant working to improve the customer experience for millions of public transportation riders.

EXPERIENCE

Metropolitan Transportation Authority, New York, NY

Website Content Strategist (Manager), Customer Experience, July 2023–Present

- Manages the web content team in the Office of the Customer at MTA Headquarters, overseeing all public-facing web content for North America's largest transportation agency.
- Works with senior 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 for major agency initiatives such as North America's first congestion pricing program, the rollout of the OMNY fare payment system, biennial fare and toll changes, and major subway and bus service redesigns.
- Produces detailed, comprehensive service information web pages for major planned subway and rail service changes.
- Writes the MTA's flagship weekly newsletter and blog, the MTA Weekender, which communicates planned weekend service changes in an accessible, customer-friendly manner.
- Manages and continuously improves the MTA's web content processes and workflows. Assigns and manages web content projects.
- Analyzes web metrics and delivers monthly analytics reports to stakeholders and senior leadership.
- Works in close collaboration with MTA IT product and engineering teams to manage the product roadmap for and develop and improve features of the MTA's website 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

- Held positions of increasing responsibility managing the editorial development and production of higher education STEM courseware, e-books, and digital content at one of the world's largest publishers.
- Successfully managed several complex projects per year, each with dozens of deliverables and multiple stakeholders with diverse needs.
- Hired and managed a team of subject-matter-expert content developers and reviewers in each subject area.
- Worked closely with colleagues across departments to set project requirements, budgets, and schedules and ensure content met customer needs.
- Selected and managed vendors, ensuring the delivery of quality work on time and on budget.
- Participated as a stakeholder in the development of the industry's first all-new courseware platform in years while working with four separate first-party and third-party legacy platforms during the transition.
- Served as accessibility lead for the quantitative sciences media editorial team, ensuring content met accessibility standards and training colleagues on accessibility best practices.

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, and deployed surveys and analyzed survey results.
- Represented the higher education group on the global academic division social media committee.

EDUCATION

University of Washington, Seattle, WA
Master of Sustainable Transportation, 2027 (expected)

Harvard University, Cambridge, MA
Master of Liberal Arts in Extension Studies, Digital Media Design, 2019

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

MEMBERSHIPS

American Planning Association
Member, New York Metro Chapter and LGBTQ and Planning and Transportation Planning Divisions

Institute of Transportation Engineers
Member, Metropolitan Section of New York and New Jersey

Young Professionals in Transportation International
Member, New York City Chapter

AWARDS

- Accessibility Innovator, 2024 MTA Employee Accessibility Awards
- 2022 Macmillan Learning Innovation Tournament Winner

SKILLS

- Excellent verbal and written communication, interpersonal, and presentation skills.
- Excellent problem-solving, strategic thinking, analytical, and decision-making skills.
- Excellent project management skills, including managing diverse stakeholders with competing needs and multitasking and effectively managing competing priorities.
- Expert knowledge of public transportation and passenger rail in the New York City area.
- Expert writer, editor, and content strategist.
- Familiar with accessibility and universal design principles.
- Familiar with graphic design and information design principles.
- Familiar with public transportation data standards.
- Familiar with statistics and data analysis.
- Familiar with transportation planning, policy, and operations.
- Familiar with user experience design and user research principles.
- Familiar with web and mobile app technologies and product development methodologies.
- Proficient with content management systems, project management software, and business applications.