
Douglas H. Herold

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Experience

Internet Coordinator, Yale-New Haven Health.

(May 2006 - September 2025)

I began at Yale New Haven Health as the manager of the public facing website (ynhh.org), covering the country's second largest hospital with 1,541 beds. Initially, I was responsible for all content at the site and key parts of its related intranet. As the hospital and other venues integrated into a health system (ynhhs.org) my position evolved into a critical role managing site content and functionality for five hospitals in the Northeast and a large physician/provider network. I continued to have an advisory and often hands-on role with the system's related intranet. And as a veteran of a continuously changing organization, I was called upon frequently to train content editors and other users of CMS and marketing email platforms.

I worked with the marketing, clinical and administrative departments at YNHHS to develop and deploy content that conveyed broad and exacting goals in a nuanced, public-facing manner, to an audience in the hundreds of thousands. This required both technical savvy and a strong communications background. It also demanded a basic understanding of healthcare administration, medical issues and terminology.

Editor of Electronic Publishing, New Haven Register

(October 2000 - November 2005)

I maintained and developed content at the Register's primary site as well as *ctcentral.com* (a portal for the Journal Register Company in Connecticut) and several affiliated sites (*towntalk.ctcentral.com* and *entertainment.ctcentral.com*). I supervised one web producer/graphic artist and interacted daily with news, advertising and technical staff regarding these sites. The job

Additional experience (May 1984 - October 2000) ↓

Web producer/Copy Editor, New Haven Register (October 1995 - October 2000) I edited news stories, photos and interactive material for *newhavenregister.com* and *www.ctcentral.com*.

Copy editor/graphic artist, Daily Freeman, Kingston, NY (October 1990 - October 1995) I worked on a five-person copy desk, editing local and wire news and photographs.

Senior copy editor, Mindcraft Publishing Corp., (Microsparc) Concord, MA (June 1989 - January 1990) I copy edited and wrote material for the national magazines Nibble, PC Hands On and Macintosh Hands On.

Feature writer, North Shore Sunday, Danvers, MA (November 1987 - February 1989) I wrote in-depth, at times investigative, news features for this weekly alternative paper.

Business reporter, Herald-Dispatch, Huntington, WV (September 1986 - October 1987) I wrote breaking and in-depth business articles, a weekly column, features and general assignment stories.

Business reporter, The Business Record, Des Moines, IA (May 1984 - September 1986) I covered breaking and in-depth business news, wrote features and a column.

Skills

Languages/Scripting HTML, CSS/SASS (Bootstrap, Bulma, Tailwind, etc.), Javascript (jQuery, Node.js. etc), Markdown, Regex. Comfortable in Windows and Linux server environments, especially in the use of PHP/MySQL. Familiarity with Python, Perl, C#.

Platforms Sitecore (extensive), Sitemanager (proprietary), Sendgrid (Twilio), Salesforce Marketing Cloud (Email Studio), WordPress (local and

Software Photoshop, Dreamweaver, Premiere, InDesign, Amnity, Gimp, Visual Basic Studio, various IDEs and code editors. Versed in associated AI capabilities. All the usual productivity and office tools for Windows and Linux.

Copy editing AP Style and Chicago Manual of Style. Photo and graphics curation, sizing and placement. Digital, newspaper and magazine layout.

Writing Concise articles for daily, weekly and monthly publications and websites.

Education

BA, English; BA, Journalism; The University of Iowa, 1983

Phi Beta Kappa, 3.85 g.p.a. in Journalism, 3.82 in English, 3.65 cumulative; **Dean's List**, four years; five journalism **scholarships**

Coursework at City University of London

Temporary **jobs** or part-time **internships**: *The Daily Iowan* (Iowa City, IA); *The Telegraph-Herald* (Dubuque, IA); *the weekly news* (Coralville, IA) and *The Palo Alto County Gazette* (Emmetsburg, IA).

Contact

herold106@gmail.com

203-901-3947