

# Douglas H. Herold

## Digital Production and Content



Senior web, digital publishing, and content operations professional with three plus decades of experience in journalism, large-scale web platforms and enterprise healthcare systems. Proven ability to manage and evolve high-traffic public websites, support complex content ecosystems and bridge technical execution with clear, effective communication.

Former Internet Coordinator for a world-class hospital network, now offering consulting services in web development, content strategy and digital platform management. Equally effective at building sites from the ground up or integrating into established teams. [Details and portfolio at DougHerold.com](https://DougHerold.com).

## Experience

### Internet Coordinator (May 2006- Sept 2025)

#### Yale New Haven Health System

- ❖ Managed content and functionality for five public-facing hospital websites and a large physician network in the Northeast.
- ❖ Partnered closely with IT, marketing, clinical and administrative stakeholders to deliver accurate and accessible material to audiences in the hundreds of thousands.
- ❖ Provided CMS administration, training and support for content editors. Played an advisory and hands-on role for intranet platform.
- ❖ Exercised deep familiarity with healthcare, medical terminology and regulation; employed strong technical and editorial judgment.

### Editor of Electronic Publishing (Oct 2000 – Nov 2005)

#### Web Producer (Nov 1995 – Nov 2000)

#### Journal Register Company

- ❖ Maintained and developed functionality and content at websites for the *New Haven Register* and a network of Connecticut dailies, an entertainment portal, blogs, special sections and events database. Supported early digital transformation for a major regional organization.
- ❖ I was the digital point person for the Connecticut editorial teams, supervising a web producer/graphic artist and coordinating daily with newsroom, advertising and technical teams.

### Additional Experience (May 1984 – October 1995)

- ❖ Writing and editing positions at regional and national newspapers and magazines.

## Skills

**Languages/Scripting:** HTML, CSS/SASS (Bootstrap, Bulma, Tailwind), JavaScript (jQuery, Node.js), Markdown, Regex; PHP/MySQL; familiarity with Python, Perl, C#

**Platforms:** Sitecore (extensive), proprietary CMS systems, WordPress, Drupal, Joomla, Salesforce Marketing Cloud (Email Studio), SendGrid (Twilio)

**Software:** Adobe Creative Suite, Affinity, GIMP, Visual Studio, modern IDEs and code editors; Windows & Linux environments

**Writing/Copyediting:** Seasoned writing, AP/Chicago manuals of style, print publishing

## Education

1983  
BA, English; BA, Journalism  
Phi Beta Kappa  
University of Iowa

1980 - 1982  
City University of London  
Multiple internships