

# Douglas Stewart

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## URBAN PLANNER AND MARKETING MANAGER

Creative urban planner and communications manager with 18 years of nonprofit experience across a wide array of disciplines. Proven ability to work independently while planning, developing, and administering to a downtown business district in a well-respected professional manner. Dependable partner to business owners, as well as the community, to advocate on their behalf and find innovative, low-cost solutions to old problems.

Areas of expertise:



Placemaking



Marketing



Social Media



Website Design



Strategic Planning



Promotion



Modern Techniques



Fiscal Responsibility

## SPECIAL PROJECTS

- ♦ **Complete Streets Birmingham:** Partnered with local organizations to craft new "Complete Streets" city ordinance and led marketing campaign to influence local leaders and raise community awareness.
- ♦ **City Art Policy:** Recruited and formed an independent group involving Birmingham Art Crawl, commercial real estate developers, and professors from UAB to develop public art policies.
- ♦ **Advocate:** 20th Street feasibility study partner; vocal community member relating to design of future CityWalk Bham, new 21st St. Bridge, 41st St. redesign, and redesign of street to Vulcan Park.
- ♦ **Framework Plan:** Contracted by Greater Birmingham Regional Planning Commission to collect data on parcel use, on-street parking, and off-street parking in preparation for Center City Framework Plan.
- ♦ **Tactical Urbanism:** Partnered with REV Birmingham, a local Main Street organization, on award-winning complete streets pop-up project to promote a better way to design our city streets.

## EXPERIENCE

**City Action Partnership** | Birmingham, Alabama | Feb '16 – Feb '18

*Communications Manager*

Hired as first communications manager for the 96-block downtown business improvement district to promote the organization while changing the public perception of Downtown Birmingham.

- ♦ Increased visibility through local media and public outreach while developing new partnerships with city and civic leaders, property owners, and community organizations.
- ♦ Discussed local issues and improvements with district business owners and advocated on their behalf in conversations with the mayor, city council, and other city officials.
- ♦ Coordinated with city to improve streets, sidewalks, streetlights, trees, and other infrastructure; Collected data on condition of streetlights, trash cans, and off-street parking for city review.
- ♦ Represented the organization and Downtown in media interviews including appearances on *Good Day Alabama* and a featured article in the Birmingham Times. Appeared alongside partners on *Red Rock Tuesdays* for the Complete Streets Birmingham policy initiative.
- ♦ Created new website, developed new social media strategy, and increased Facebook audience by 37%; produced posters, flyers, hand-outs, and brochures promoting Downtown organizations and events.
- ♦ Produced Facebook Live videos and conducted interviews with local leaders at city events such as the Mayor's Inauguration, grand opening of BJCTA Transit Center, Women's March on Birmingham, and dedication of the new Birmingham Civil Rights National Monument.
- ♦ Created, designed, and performed Downtown improvement projects including pressure washing sidewalks, landscaping the 9/11 Memorial Walk, and organized beautification project with local grade school students.

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**Lutheran College Washington Semester** | Arlington, Virginia | June '00 – July '15  
*Director of Operations and Communication*

Hired as a temporary part-time employee to manage the database and help around the office. Accepted more responsibility and advanced to director level before leaving 15 years later. Modernized business practices and kept organization updated during the birth of social media. Managed daily operations and stepped in for executive director on multiple occasions during extended leave. On call 24/7 for over 11 years and handled numerous crisis ranging from personal student issues to the safety of students during the 9/11 attack.

## *Operations*

- ♦ Managed daily operations including communication with internship providers, professors, and students; negotiated contracts with vendors, and maintained equipment.
- ♦ Coordinated with government offices, organizations, and businesses to ensure a quality experience for both student and employer and ensuring students met academic requirements.
- ♦ Consulted with executive director on financial goals, long-range vision, planning semester activities and events as well as organized and managed student participation in these events.
- ♦ Led renovation projects of 13 student condominiums increasing the property value by an average of \$30k for each property while completing all projects under budget; managed condominiums including general maintenance, installation of furnishings and supplies, and layout and design.
- ♦ Supervised \$250k office renovation and created \$50k faculty residence including design layout, project coordination, subcontractor management, and installation of equipment.

## *Marketing*

- ♦ Monitored industry trends and introduced new procedures providing flexibility to adapt to changes in standards, technology, and laws while remaining appealing to students.
- ♦ Design, built, and maintained organization web site: [WashingtonSemester.org](http://WashingtonSemester.org).
- ♦ Created social media campaigns as well as developed and maintained third-party mobile app for organization improving recruitment and communication between staff and students.
- ♦ Wrote, designed, and produced brochure and poster to recruit potential students.

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## EDUCATION

Candidate 2020 - **Dual Master of Engineering Degrees in Sustainable Smart Cities**

University of Alabama at Birmingham - Birmingham, AL and Staffordshire University - Staffordshire, UK

**Bachelor of Arts in Communication**

Lenoir-Rhyne University - Hickory, NC

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## SKILLS & TRAINING

- ♦ Completed Planetizen tracks in *Adobe Illustrators for Planners*, *Designing Plans with SketchUp*, *Learning Tactical Urbanism*, *Form-Based Codes 101*, and courses in urban design, GIS, and community planning.
- ♦ Web Design Certificate from Northern Virginia Community College – May 2012
- ♦ Proficient with web design software: WordPress, Wix, HTML 5 and CSS 3. Proficient with Adobe Creative Cloud design suite, Microsoft Office Suite, SurveyMonkey, and Mailchimp. Familiar with SketchUp, ArcGIS, and Microsoft Access database.

**Memberships:** International Downtown Association; Urban Land Institute; Next City; Smart Growth America; Strong Towns; and Alabama Association of Nonprofits

## ADDITIONAL INFORMATION

{[LINK](#)} Recent TV Interview with **NBC 13** discussing the 21<sup>st</sup> Street Bridge replacement.

{[LINK](#)} TV Interview with **ABC 33/40** in January talking about securing items in your car.

{[LINK](#)} **Facebook Live** Video with Cycling Talk, a local bicycle advocacy group. Birmingham City Councilor Darrell O'Quinn and I speak about Complete Streets and the project we were working on with REV that day.

{[LINK](#)} **Main Street Alabama** honored REV with the "Excellence in Downtown Planning and Public Space Design" award for this event.

{[LINK](#)} Interview on **ABC 33/40** from April 2017 discussing a traffic study I did at 17<sup>th</sup> St N and 4<sup>th</sup> Ave N Downtown trying to alert the city of a dangerous intersection.

{[LINK](#)} Featured on **Our Southern Souls** website. The article sounds first person but the site owner, Lynn Oldshue, who also operates Southern Rambler magazine, wrote the article.

{[LINK](#)} **Facebook post** a citizen shared in the "**I Believe in Birmingham**" group page of me passing out water and sunglasses during a hot summer day last year.

{[LINK](#)} **Facebook Live video** I shot as I was showing *behind the scenes* footage of **Fox 5** reporter Bakari Savage doing a live remote broadcast from our office. Bakari even convinces me to jump in the live TV shot at the end and I continue the FB Live video while on live TV.

{[LINK](#)} Interviewed on **ABC 33/40** with Cheryl Morgan (urban planner), about the dangers of people illegally riding their bikes on a new trail extension that was recently opened.

{[LINK](#)} Being interviewed on ABC 33/40 talk show, **Good Day Alabama**.

{[LINK](#)} A **360-degree video** I made for Downtown Birmingham.

{[LINK](#)} **Completed 20<sup>th</sup> Street Feasibility Study** – Partner on the project and shown in both pictures on page 24 of the document.

**Downtown Development Director:** The city of Hickory, located in the beautiful foothills of western NC (1 hour from Charlotte, Asheville and the mountains!) and named the “Most Hipster Friendly” City in 2018 by National Geographic Traveler Magazine, seeks an energetic, enthusiastic, visionary professional to promote our downtown area and manage our accredited Main Street program.

This position is responsible for planning, business development, administering our Main Street program, partnering with downtown businesses, the City and relevant local entities as well as marketing for the downtown business district. Responsibilities also include fundraising, event planning, promotions, financial and budget reporting and recording and social media creation and management.

Must be available to work nights/weekends and a flexible schedule including some holidays.

A Bachelor’s Degree from an accredited college/university in the field of public administration, business management, planning, marketing, economic development, or a related field is strongly preferred. Commensurate experience may be considered. Excellent technological, written, and oral skills are imperative; grant writing skills are also strongly preferred. The ability to work independently is a must.

Salary: Minimum salary of \$40,000 plus excellent benefits to include paid time off. Salary is negotiable depending upon experience and skills.

The Hickory Downtown Development Association (HDDA) is a non-profit agency and an Equal Opportunity Employer (EEO).

Energetic  
Enthusiastic  
Visionary  
Professional  
Promote  
Manage  
Planning  
Business development  
Administering  
Marketing  
Fundraising  
Event planning  
Promotions  
Financial  
Budget Reporting and Recording  
Social Media Creation and Management