

# Jesse L.K. Overton

Front-end Developer & Communications Specialist

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New York, NY

## Work Experience

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### Google

#### Policy Marketing Manager

New York, NY • Nov 2021 – Present

- Plan and manage developer advocacy program to engage developers who use Google products on key tech policy issues like privacy, content moderation, and competition.
- Oversee marketing collateral production across the entire Consumer Apps Marketing division to develop marketing material that effectively conveys the company's position on tech policy issues to key opinion formers.
- Plan and host high-touch engagement with developers at events like Google I/O and the Firebase Summit.

### NYC Mayor's Office of Public Engagement

#### Acting Senior Advisor for Communications

New York, NY • Jan 2021 – Nov 2021

- Project manager on production of new office website on NYC.gov to increase online program accessibility. Built on Drupal and jQuery, with Salesforce form integration.
- Developed strategic communications plan to help educate New Yorkers about important city services, COVID-19 safety protocols, and vaccine accessibility in partnership with major city agencies.
- Responsible for an annual digital marketing budget of over \$8 million while managing city-contracted vendors.

#### Senior Advisor for Creative Communications

New York, NY • Nov 2019 – Dec 2020

- Developed digital marketing and outreach plan to inform New Yorkers about city services through online, print, display, and organic marketing channels.
- Planned and executed marketing campaign for the GetCoveredNYC program to educate New Yorkers about the open enrollment health insurance period, including critical announcements about enrollment extensions due to the COVID-19 pandemic.

### Kinshape

#### Founder/Digital Strategist/Developer

Washington, D.C. • Feb 2019 – Nov 2019

- Founded a digital strategy consulting firm offering digital strategy, web design/development, social media, graphic design, video editing, animation, brand management, and more.
- Designed and developed campaign websites for Farmers for Free Trade, Tariffs Hurt the Heartland, Americans for Free Trade, and others. Built on WordPress using custom Vue.js themes and Webpack.

### Office of U.S. Senator Heidi Heitkamp

#### Digital Director

Washington, D.C. • Jan 2018 – Jan 2019

- Maintained official Senate website with regular content updates, design changes, and new feature implementations. Built with the HillTop CMS and jQuery.
- Produced daily constituent & legislative-focused content for Twitter, Facebook, Instagram, Medium, & Snapchat.
- Managed events around the U.S. Capitol including speeches & committee hearing remarks by producing infographics & live streaming from the Senate floor.

### Climate Action Campaign

#### Digital Director

Washington, D.C. • Aug 2017 – Jan 2018

- Led a team of creative professionals in producing digital content on climate policy messaging for a 34-member coalition of environment groups including the Sierra Club, the Natural Resources Defense Council, the National Wildlife Federation, & more.
- Managed digital ad campaigns with budgets up to \$500,000 to mobilize voters around changing U.S. climate policy.
- Drove thousands of calls to legislators, 750,000+ Federal Register comments, & thousands of new fundraising email list members.

### White House Office of the U.S. Trade Representative

#### Digital Media Director

Washington, D.C. • Feb 2015 – Jan 2017

- Managed digital outreach for President Obama's trade policy agenda, including multiple major trade agreements like the Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (T-TIP).
- Designed and developed official U.S. government website for the Trans-Pacific Partnership. Built using Backbone.js, custom CSS, and Gulp.
- Worked closely with the White House Office of Digital Strategy and digital teams at the Departments of State, Commerce, Treasury, and other agencies.

## Momentum Dashboard

### Co-Founder & Chief Creative Officer

Anchorage, AK / Victoria, BC • June 2013 – July 2014

- Launched a successful personal dashboard extension Google Chrome featuring productivity tools and inspiring visuals.
- Served as the sole frontend developer to build the Google Chrome extension's first iteration using Backbone.js, Handlebars templating, custom CSS, backed by Amazon S3.
- Worked in all company areas to support a successful product launch, full stack engineering, product design, user support, and marketing to grow the product from zero to nearly 750,000 users.

## Alaska Pacific University

### Senior Digital Strategist

Anchorage, AK • Feb 2013 – Feb 2015

- Managed digital marketing strategy in partnership with the Admissions department to increase student recruitment.
- Project manager on redesign of new university website, launched in January 2015, to improve information architecture and streamline marketing and recruitment critical user journeys. Built using WordPress and the Genesis Framework.
- Managed a team consisting of a web developer, video producer, web copywriter, & interns through the university internship program.

### Web Developer

Anchorage, AK • Feb 2013 – Feb 2015

- Frontend and fullstack developer managing the official university website to make regular content updates, code new features, and create a continuous deployment pipeline. Built on WordPress using a custom PHP-based theme, jQuery, and Bootstrap.
- Provided technology recommendations to improve the web hosting stack to increase site availability, mitigate DDoS attacks, and reduce overall complexity.

## Resolution 3D

### Web Developer

Anchorage, AK / Victoria, BC • Nov 2010 – Dec 2012

- Redesigned company website, launched new social media channels to improve client engagement and brand awareness.
- Junior front-end developer creating a custom touchscreen application built with web technologies in partnership with General Electric for a worldwide employee training program. Built with JS, Three.js, and custom CSS.

## Other Experience

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### General Technical Knowledge

2008 – Current

- Extensive experience with Git and using GitHub for version control and project management
- Packaging and distribution systems: Experience contributing and maintaining packages on NPM
- Developing software on and using cloud platforms ranging from Heroku, DigitalOcean, Netlify, Vercel, and more.
- Developing, debugging, and running software on Linux, Windows, and macOS.

### AsheronDB, Creator — asherondb.com

2021 – Present

- Personal project to provide resources to the player community for the MMORPG Asheron's Call.
- Features include a atlas of the game map built using Leaflet.js, a calculator to convert real-world dates to the in-game calendar, and a live server up/down status tracker.
- Complex full stack project with a front-end built using Nuxt & Bootstrap. Backend built on Node.js and Express. Deployments using Kubernetes on DigitalOcean.

### Areocode, Creator — areocode.com

June 2013 – July 2014

- Free experimental API to query geographical features on Mars. Features reverse geocoding.
- Built using Node.js, Swagger API Doc specifications, and NASA-provided geo data.

## Education

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### University of Wales Trinity Saint David

M.A. in Cultural Astronomy

Lampeter, UK • 2022 – Present

### University of Alaska, Anchorage

B.A. in Anthropology

Anchorage, AK • 2010 – 2014

## Skills & Languages

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JavaScript, TypeScript, HTML5, CSS3, Vue.js, Nuxt.js, WordPress, Node.js, Webpack, Vite, Vitest, Mocha, Jest, GraphQL, MySQL, PostgreSQL, Git, GitHub, UX/UI Design, Responsive Design, NPM, Adobe Creative Suite, Leaflet, Project Management. Social Media Marketing, Marketing Strategy, Public Relations