

Jesse L.K. Overton

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SUMMARY

Technical Project Manager, Policy Communications Specialist, and Front-end Developer with a proven track record of spearheading successful online initiatives and leading digital strategy for high-profile campaigns and government projects. Skilled in a wide range of digital tools, platforms, and programming language, committed to delivering exceptional results in fast-paced environments.

EXPERIENCE

Democratic National Committee (DNC)

New York, NY

Technical Project Manager

July 2024 – Present

- Establish reliable process to keep voter education information, polling locations, and other critical election-related data up to date on DNC web platforms.
- Manage internal and external stakeholders in state Democratic parties and national campaigns to ensure access to reliable data sources and other election information.

Google

New York, NY

Policy Marketing Manager

Nov 2021 – Oct 2023

- Technical project manager for elections.google.com, overseeing vendor relationships and internal CMS migration.
- Planned and managed developer advocacy program to engage developers who use Google products on key tech policy issues.
- Oversaw marketing collateral production across the Consumer Apps Marketing division to ensure consistency across public-facing marketing material for key opinion formers.

NYC Mayor's Office of Public Engagement

New York, NY

Senior Advisor for Creative Communications

Nov 2019 – Nov 2021

- Planned and executed strategic marketing plans to educate New Yorkers about COVID-19 vaccine availability, civics education, and city services in partnership with major city agencies.
- Managed vendor relationships and annual digital marketing budget of over \$8 million a year.
- Technical project manager overseeing new NYC.gov agency website to increase online program accessibility.

Kinshape

Washington, DC

Founder

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.

Office of U.S. Senator Heidi Heitkamp

Washington, DC

Digital Director

Jan 2018 – Jan 2019

- Managed social media for the senator's official accounts to provide timely updates on key legislation, policy positions, and the Senator's public appearances, fostering a better-informed and engaged constituency.
- Supported event planning and logistics for DC and state events in coordination with public affairs and legislative staff.

Climate Action Campaign

Washington, DC

Digital Campaign Director

Aug 2017 – Jan 2018

- Managed a digital content team including a social media manager, designer, and content writer to create content focused on climate policy messaging for a coalition of 34 prominent environment groups, including the Sierra Club, the Natural Resources Defense Council, the National Wildlife Federation, and others.
- Managed digital ad campaigns with budgets up to \$500,000 to mobilize voters around changing U.S. climate policy.

White House Office of the U.S. Trade Representative

Washington, DC

Digital Media Director

Feb 2015 – Jan 2017

- Managed multimedia digital strategy 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 trade agreement.
- Worked closely with the White House Office of Digital Strategy and digital teams at the Departments of State, Commerce, Treasury, and other agencies.

Mark Begich for U.S. Senate

Digital Director

Anchorage, AK

Jun 2014 – Nov 2014

- Ran official campaign social media accounts to mobilize important constituencies across Alaska.
- Developed social media assets for daily campaign messaging and rapid response needs.

Momentum Dashboard

Co-Founder & Chief Creative Officer

Victoria, BC

Jun 2013 – Jul 2014

- Launched a personal dashboard for Google Chrome featuring productivity tools and inspiring visuals.
- Worked in all company areas to support a successful product launch and early growth, including product design, user support, and social media engagement.
- Oversaw product growth from zero to approximately 750,000 users.

Alaska Pacific University

Senior Web Developer & Digital Strategist

Anchorage, AK

Jan 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 to improve information architecture and streamline marketing and recruitment critical user journeys.

EDUCATION

Google Project Management Professional Certificate (PMP)

Summer 2024

University of Wales Trinity Saint David, MA in Cultural Astronomy

2021 – Present

Congressional Democratic Digital Academy Fellowship

Spring 2018

- Competitive technology training program for U.S. Senate & House digital staff with on-site workshops by instructors from platforms including Google, Facebook, and Twitter.

University of Alaska Anchorage, BA in Anthropology

2014

- Studied German language in Vienna, Austria with courses at the University of Vienna.
- President of the UAA Anthropology Club.

RECENT PROJECTS

Astronomerch

Founder

New York, NY

Oct 2023 – Present

- Founded company for online store featuring officially-licensed NASA prints, clothing, & other merch with custom space-themed designs.
- Built on Shopify with a custom front-end using Nuxt 3, NuxtUI, and Apollo GraphQL.
- Leveraging AI to automate product workflows, marketing collateral, and ad channel deployments.

TikBlokr — tikblokr.com

Web developer/designer

Summer 2023

- Redesigned company website, launched new social media channels to improve client engagement and brand awareness.

Tim's Vintage Pens — timsvintagepens.com

Web manager, database admin

2016 – Present

- Developed & maintain a friend's website to showcase pens for sale, restoration services, a private pen collection, and extensive written materials covering the detailed histories of pen brands and models.

ASSOCIATIONS & MEMBERSHIPS

- U.S. Coast Guard Auxiliary Member
- Google Aboriginal & Indigenous Network Ally
- Senate Press Secretaries Association
- Democratic Digital Communications Staff Association

SKILLS & LANGUAGES

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

