

# Jesse L.K. Overton

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## SUMMARY

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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

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### **Kinshape**

*Managing Partner*

New York, NY (Hybrid)

Jan 2024 – Present

- Founded a digital strategy consulting firm offering digital strategy, web design/development, social media, graphic design, video editing, animation, brand management, and more.

### **Democratic National Committee (DNC)**

*Technical Project Manager*

New York, NY (Remote)

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**

*Policy Marketing Manager*

New York, NY (Hybrid)

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**

*Senior Advisor for Creative Communications*

New York, NY (Hybrid)

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.

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

*Digital Director*

Washington, DC (Onsite)

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**

*Digital Campaign Director*

Washington, DC (Onsite)

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**

*Digital Media Director*

Washington, DC (Onsite)

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 (Onsite)

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

Anchorage, AK (Hybrid)

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 (Onsite)

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

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### Google Project Management Professional Certificate (PMP)

Fall 2024

### 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

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### 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.

### Tim's Vintage Pens — [timsvintagepens.com](https://timsvintagepens.com)

2016 – Present

Web manager, database admin

- 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

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

## SKILLS & LANGUAGES

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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, Contentful, ZenDesk