

Jonathan McKinstry

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WORK EXPERIENCE

Allstate

Digital Strategist Manager

Public Affairs Manager

Remote

June 2022 - Present

January 2022 - June 2022

- Design communications to champion public affairs and corporate initiatives that actively engage key stakeholders in Congress and state legislatures.
- Develop and implement creative strategies for enterprise-wide digital communication campaigns, boosting grassroots advocacy efforts and facilitating political contributions with a strong digital presence.
- Design presentations and collateral that successfully impact public affairs advocacy efforts, internal communications, and public policy decisions.
- Completed the launch of a charitable matching program, significantly bolstering the impact and reach of the Political Action Committee (PAC).

IMGE

Digital Director

Senior Account Manager

Alexandria, VA

August 2020 - January 2022

February 2018 - August 2020

- Digital marketing campaign design and implementation for a Fortune 25 company, a national nuclear energy company, a criminal justice reform initiative, various political groups and candidates, as well as a Shark Tank-funded startup.
- Drove growth in advertising spend from clients, concurrently overseeing strategic retainer increases that led to a 50% year-over-year revenue growth.
- Ensured project management and quality assurance for all projects and client deliverables, including omnichannel advertising campaigns, video creative, and website design and development.
- Managed a high-performing team of dedicated professionals, managing project timelines, delegating tasks, and fostering a collaborative and cohesive work environment to consistently exceed client expectations.

House Judiciary Committee

Digital Director

Washington, DC

August 2015 - February 2018

- Digital and social media manager, including utilizing Facebook, Twitter, and YouTube.
- Filmed and produced compelling video content featuring the Chairman and other Members of Congress.
- Utilized innovative tools and strategies to revamp the Committee's digital presence, introducing live-streamed Congressional hearings, resulting in a 70% increase in audience engagement and social media following.

House Oversight and Government Reform Committee

Deputy Digital Director

Washington, DC

January 2015 - August 2015

- Spearheaded a rebranding effort by designing a new logo for the Committee and orchestrated a comprehensive website redesign to bring it in line with modern design standards.

EDUCATION

George Washington University

B.A. Political Science

Washington, DC

2009 - 2012

SKILLS & TOOLS

- Digital strategy, graphic design, social media, email marketing, digital advertising, project management, web development, video production, 2D animation
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, and After Effects), Final Cut Pro, WordPress, Facebook Business Manager, Google Analytics, Microsoft Office