

Nicholas Gleason

Fort Collins, CO | (336) 268-5800 | nicogleason@gmail.com | nicogleason.com

PROFESSIONAL SUMMARY

Results-driven digital strategist specializing in political advocacy, public policy, and nonprofit management. Experienced in leading large-scale digital campaigns, managing teams, and developing tech-driven organizing solutions. Proficient in campaign tools, including Action Kit, VAN/EveryAction, GetThru, Mobilize America, and Scale to Win.

SKILLS

Fluent in Spanish

Action Kit — Expert

VAN — Expert

Project & Team Management

Data Analysis & CRM Management

EDUCATION

B.A. in Public Policy & B.A. in International Politics

University of North Carolina at Chapel Hill

Chapel Hill, NC

PROFESSIONAL EXPERIENCE

Social Media Coordinator

05/2025 – Present

Vocal Media

- Take on a wide range of additional responsibilities during election seasons, ensuring continuity and efficiency across multiple workstreams.
- Lead content production and client approval workflows, consistently delivering high-quality assets and minimizing turnaround times.
- Scaling client YouTube Shorts accounts to tens of millions of views within weeks through data-driven strategy, rapid experimentation, and optimized content execution.

National Digital Organizer

03/2022 – 03/2025

March For Our Lives

- Managed large-scale digital campaigns, including email marketing, which increased our volunteer engagement by 30%.
- Built custom tech tools such as a URL shortener, automated syncs to speed up workflows, and EveryAction and Action Kit form wrappers.
- Coordinated rapid-response mobilization efforts during national crises and key election periods, including over 400+ events and a week-long federal advocacy campaign, resulting in the passage of critical policies.

Policy Analyst (Capstone Project)

2024

University of North Carolina at Chapel Hill

Chapel Hill, NC

- Conducted policy research on rural workforce housing development for the Golden LEAF Foundation.
- Designed a cost-benefit analysis tool to evaluate project feasibility and return on investment.
- Recommended investment strategies based on comprehensive policy and economic research.

Southeast Technologist

2021 – 2022

March For Our Lives

- Spearheaded the deployment of a new data analytics platform, improving campaign tracking efficiency by 30%.
- Optimized database management processes, resulting in a 20% reduction in turnaround time for data requests.
- Delivered technical training and troubleshooting support for campaign staff and volunteers.