

Jessica Perreault

Marine biologist turned creative designer and copywriter with a knack for mastering new systems and turning chaos into content. Also an avid scuba diver, pasta enthusiast, and maker of terrible puns.

fishoutofwater.design

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EXPERIENCE

Content & Social Manager 08.2021 - current

MainStreet — San Jose, CA (Remote)

- Supports both internal and external go-to-market efforts through strategic creation of sales collateral, landing pages, and social content; works cross-functionally to support all customer-facing teams by managing Marketing content pipeline
- Copywriter responsible for creating a consistent tone across brand and product, including all marketing, sales, and operations customer communications and in-product First Time User Experience flow
- Manages company social accounts (LinkedIn, Twitter, Instagram); creates content within brand guidelines to drive organic lead generation

Freelance Visual/Web Designer 06.2020 - current

Fish Out of Water Designs — Cambridge, MA

- Works part-time with mission-driven small businesses to create visually-stunning web and creative content (see portfolio for more)

Creative Design Manager 10.2018 - 08.2021

EF Education First — Cambridge, MA

- Designed websites, authored monthly newsletters, and single-handedly maintained steady creative content pipeline supporting all domestic EF travel products in the United States and Canada
- Led initiatives to overhaul and redesign user experience across internal platforms; increased user activity by ~300% and re-established trust in formerly mismanaged staff and independent contractor resources

Account Manager 09.2016 - 10.2018

EF Education First — Cambridge, MA

- Grew sales territory 29% YOY and maintained a 5-star customer feedback score for two consecutive years
- Piloted new leads marketing campaigns in largest regional markets (TX, CA); campaign success led to creation of Creative Design Manager role

SKILLS

Content Creation
Copy & UX Writing
Project Management
Strategic Thinking
Team Leadership
Time Management
Web Design
Wireframing

PLATFORMS

Elementor
Figma
Google Suite
HubSpot
MailChimp
Microsoft Suite
SharePoint
Talent LMS
WordPress

EDUCATION

Fundamentals of UX Design

Coursera, 2021

HTML, CSS & Web Design

General Assembly, 2020

**B.S. Marine Biology,
Minor in Business**

University of Rhode Island, 2015