

Jess Demarest

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PROFESSIONAL EXPERIENCE

Wayfair, LLC, Boston, MA

Content Strategy Lead

September 2020 – Present

↑ Content Strategist

2019 – 2020

↑ Associate Content Strategist

2017 – 2019

Collaborate with UX design, product, and engineering to craft user-friendly experiences with a compelling narrative. Use quantitative and qualitative data to identify opportunities. Lead cross-functional conversation workshops and create content matrices and wireframes to guide strategy and design.

Notable Accomplishments

- Replaced operationally focused delivery copy with customer-centric messaging, leading to an estimated \$1.5 million in annual savings
- Created a content strategy framework to support a new business venture into a nearly \$430 billion home services market
- Developed the messaging strategy for a virtual assistant beta; users who engaged with the bot had a 94.5% conversation completion rate

SKILLS

- Conversational design
- Information architecture
- Content wireframing
- UX writing
- Competitive/user research
- Project management
- Copyediting (Chicago/AP)
- Developmental editing

PROGRAMS

- Sketch / Figma
- InVision / Abstract
- Airtable
- Miro
- InDesign / WordPress
- Basic HTML/CSS
- Google Suite
- Microsoft products

PUBLICATIONS

"Follow Now: Kale & Caramel,"
EatingWell, Nov/Dec 2016

"How She Ended Up," 3288
Review, November 2016

"My Job Site Helps Women,"
Skirting the Rules, October 2016

"On Howard Drive," *Black Fox Literary Magazine*, March 2016

Champlain College Publishing Initiative, Burlington, VT

Senior Editor & Project Lead

September 2013 – May 2017

Coordinated a team of writers and editors to develop content for company blog. Edited and wrote for large-scale publishing projects. Handled marketing projects including social media, press releases and event promotion.

Skirting the Rules, Remote

News & Copyediting Intern

July 2016 – January 2017

Developed news and syndication content, edited profiles and articles, and assisted with social media management for a start-up to empower women.

EatingWell Media Group, Shelburne, VT

Editorial Intern

Summer 2016

Produced, organized, and edited content for a national publication with a circulation of 1.8+ million per issue. Researched food and health, fact-checked information, and reviewed layout and design.

EDUCATION

Champlain College, Burlington, VT

Bachelor of Science in Professional Writing

May 2017