

Jessica Gallant

CREATIVE DIRECTOR | DESIGNER | BRAND AGENT



CONTACT



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Swansea, MA



jessgallant.com



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ABOUT ME

Highly accomplished and results-driven Creative Director with over 20 years of experience in branding, creative, and graphic arts. Specialized expertise in Direct Sales, Party Plan, and Social Selling. Proven track record of leading and executing successful marketing strategies for nationwide companies.

EDUCATION

ROGER WILLIAM UNIVERSITY
Bristol, RI | 1995-1999

BACHELOR OF VISUAL ARTS
Graphic Design

SKILLS

Design Software:
Adobe Creative Suite

Office Tools:
Microsoft Office

Digital Marketing: UX/
UI Social Media, Web
Design, Email Design

Project Management:
Planning & Organization,
Budgeting, Time
Management, Attention
to Detail, Leadership

WORK EXPERIENCE

Jessica Gallant Design

Swansea, MA | October 2013 – Present | Sole Proprietor & Creative Director

FREELANCE - DIRECT SALES / SOCIAL SELLING

- Ollie & Gray
- Initials Inc.
- Vantel Pearls
- Save The Day Seasonings
- Norabloom
- Rockwood Soy
- Kalypso Twistz
- GreenAir
- Allurica
- LuLu Avenue
- Willa Girl LLC
- La Bella Baskets
- Celadon Road
- Lemongrass Spa
- Northern Clover
- Demarle at Home
- Viridia
- Dove Chocolate Discoveries
- Chaume
- South Hill Designs
- Bellaroma
- Bansela
- Touchstone Crystal / Swarovski
- EJ Hap Handiworks
- MLM Diva – Michele McDonough
- Gardner Co LLC
- Direct Sales Institute
- Girl Scouts of RI

Hugh & Grace

Los Angeles, CA | November 2022 – October 2023 | Creative Director

- Led creative direction and design for print, brand, social media, website, and marketing.
- Enhanced social media graphics and contributed to website content.
- Implemented a streamlined project management system, reducing turnaround time.
- Art directed and orchestrated photo shoots, collaborating with talent, vendors, stylists, and locations to achieve visually compelling content.
- Collaborated on innovative product campaigns, leading to a 25% boost in sales.

Green Compass Global

Wilmington, NC | October 2020 – October 2022 | Creative Director

- Spearheaded creative direction and design for print, social media, and marketing.
- Integral designer in rebranding strategy, resulting in an increase in brand recognition.
- Enhanced social media graphics and contributed to website content.
- Designed graphics for incentive trips and national conferences, elevating the company's event presence and engagement.

Vantel Pearls

Mansfield, MA | March 2016 – December 2020 | Creative Director

- Directed photo shoots, collaborating with talent, vendors, stylists, and locations for impactful visuals.
- Design packaging, print & digital catalogs, e-newsletters & marketing materials
- Enhanced social media graphics and contributed to website content.
- Designed graphics for incentive trips and national conferences, elevating the company's event presence and engagement.
- Collaborated with all departments increasing company sales from \$1 million to \$50 million

Transformational Beauty

Irvine, CA | June 2017 – March 2019 | Freelance Creative Director

- Led creative direction and design for a direct sales skincare company.
- Designed packaging, catalogs, e-newsletters, and marketing materials.
- Developed social media graphics and website content.
- Designed graphics for incentive trips and national conferences.



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Project Management:
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Budgeting, Time
Management, Attention
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WORK EXPERIENCE

South Hill Designs

Scottsdale, AZ | July 2013 – September 2013 | Contract Creative Director

- Spearheaded the design of comprehensive marketing, POS, and advertising collateral for a prominent direct sales jewelry company.
- Crafted and designed packaging, catalogs, e-newsletters, brochures, and flyers, ensuring brand consistency and impactful messaging.
- Developed engaging graphics for incentive trips and national conferences, enhancing the company's brand presence.

Bellaroma

Woods Cross, UT | April 2012 – July 2013 | Creative Director

- Led and executed creative strategies for print, online, social media, and marketing initiatives for a direct sales candle company.
- Designed packaging, print & digital catalogs, e-newsletters, and various marketing materials, enhancing the company's market visibility.
- Developed captivating social media graphics and contributed to website layout and content, fostering an immersive brand experience.
- Designed graphics for incentive trips and national conferences, elevating the company's event presence and engagement.

Bansela

Dallas, TX | July 2011 – June 2012 | Creative Director

- Spearheaded creative direction for print, online, and social media marketing for a dynamic direct sales jewelry company.
- Designed layouts for Party Plan back office systems, optimizing user experience and functionality.
- Art directed and maintained corporate & consultant websites, ensuring a cohesive online brand presence.
- Executed layouts for catalogs, lookbooks, newsletters, postcards, and brochures, showcasing product offerings effectively.
- Directed photo shoots, collaborating with talent, vendors, stylists, and locations for impactful visuals.
- Designed graphics for incentive trips and national conferences, contributing to the overall success of marketing initiatives.

Swarovski / Touchstone Crystal

Cranston, RI | August 2006 – July 2011 | Senior Graphic Designer

- Served as the creative lead and designer for all print, online, and social media marketing for a leading direct sales jewelry company.
- Art directed and managed photo shoots, overseeing talent, vendors, stylists, and locations for high-quality visual content.
- Designed packaging, print & digital catalogs, e-newsletters, and marketing materials, maintaining brand consistency.
- Constructed landing pages, designed web graphics, and created online marketing materials aligned with current market trends.
- Developed graphics for incentive trips and national conferences, enhancing the overall brand image.
- Managed budgets, conducted photo editing, and performed photographic retouching.
- Collaborated cross-departmentally, contributing to the substantial increase in company sales from \$300,000 to \$1.1 million.