

MELANIE PERRY

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melperryux.com



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ABOUT ME

I am a forever learner, thinker, and passionate designer and communicator. I have nearly 7 years experience in healthcare and marketing, including both print and digital communications. My strength is writing and designing with a clinician or patient-first mindset through research and empathy. Visit my website at melperryux.com.

SKILLS + TECHNOLOGY

Content Management Systems	Social Media	Adobe XD/Sketch/Figma	Hotjar	Camtasia
Magento	Content Writing	Adobe CC	Salesforce	Excel
Email Marketing	Editorial	Google Analytics	SurveyMonkey	HTML/CSS

EXPERIENCE

Jun - Oct 2020

BoxLock - www.getboxlock.com

Full-Stack Marketing Manager

- Designed first SaaS web application allowing BoxLock to shift target from consumer to business
- Provided creative direction to graphic designer and helped design corporate one-pagers, white papers, and other content pieces
- Developed first content strategy plan designed to build cadence around social media, blog and landing pages

Sept 2018 - Jun 2020

Hanger, Inc. - www.hanger.com

Sr. Supervisor, Marketing

- Designed the first "pay online invoices" and "pay at checkout" features for SPS and SureFit which will result in significant savings by Q2 2021
- Built the first online clinical education program utilizing HubSpot and HTML/CSS which resulted in a Net Promoter Score of 95 within 3 months of launch

Nov 2016 - Sept 2018

Hanger, Inc. - www.hanger.com

Marketing Communications Specialist

- Managed all aspects of content marketing: email, website, social media, and a quarterly printed magazine reaching over 2,000 clinicians and their patients
- Designed tutorials and trained employees on how to navigate websites which helped increase site usage by 30%

Mar 2014 - Nov 2016

Hanger, Inc. - www.hanger.com

E-commerce Content Specialist

- Built online product database of over 300,000 healthcare products to launch e-commerce website leading to over 60% sales revenue in 2020
- Scrubbed and maintained product data, descriptions and images

EDUCATION

May - Nov 2019 • Georgia Institute of Technology • UX/UI Design Bootcamp Certificate

Feb - Apr 2016 • General Assembly • Front-End Web Dev Part Time Course

Aug 2010 - May 2013 • West Virginia University • Bachelor of Science in Journalism - Advertising; Business Minor

Aug 2009 - May 2010 • University of Charleston • Biology/Communications Major