SAMANTHA MCCALL

◆ FRONT-END DEVELOPER ◆

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SOCIAL

github.com/green64

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PROFILE

Front-end developer with experience using Dreamweaver, CMS tools (Wordpress, Sitecore), and Visual Studio. I constantly evolve and grow my skills (UX, analytics, full-stack) to identify the right languages, libraries, and frameworks for the project at hand. My well-developed research skills and understanding of web technologies enable me to find and build efficient, effective solutions.

PROFESSIONAL EXPERIENCE

Digital Content Strategist
TouchNet
Oct 2018 - present

In this hybrid role, I update and maintain touchnet.com using HTML, CSS, and JavaScript within the Sitecore CMS. I provide school-, student- and staff-facing content for web pages, emails, blogs, product marketing, advertising, case studies, social media, and the company intranet, the latter of which I maintain in LumApps. I also help create and execute Pardot and Salesforce marketing automation campaigns.

Freelance & Contract Content Strategy & Development
June 2015 - present

Using HTML5, CSS, JavaScript, React, PHP, and content I develop and create:

- Interactive websites
- Database-driven apps
- A Ruby on Rails-based blog
- SEO-enhanced web content
- SEO-enhanced blog posts
- Social media posts

Developer Student
KU Full-stack Program
Jan 2018 - July 2018

Developed individual and team projects using tools including:

- HTML5, CSS3, JavaScript, jQuery, and Bootstrap
- NPM/Yarn, API calls with JSON-formatted text, Express and Node.js middleware
- MongoDB and MySQL for data storage and queries,
- Handlebars and React for MVC
- Project management via Trello, InVision Studio and LucidChart
- Github for version control
- Heroku for full-stack deployments

PROFESSIONAL EXPERIENCE

Web Content Specialist
Sprint
Sept 2011 - June 2015

- Managed sprint.com content using Teamsite CMS
- Wrote HTML & CSS on required pages
- Project managed multi-department interaction (e.g. UX, strategic partnerships) and deadline adherence
- Concepted and wrote sprint.com-related web content

Web Content Developer
PBA Health
June 2009 - Sept 2011

- Managed evolution of pbahealth.com from static to dynamic site, including coordinating all content acquisition and development, incorporating SEO for better, more targeted searchability and optimizing images for fast page load
- Updated site with customized CMS tool
- Executed elements of online, email marketing and social campaigns
- Established & maintained the company's Twitter and Facebook presence

Freelance Content & Web Development
2000 - 2014

- Built static sites for small businesses with DreamWeaver using HTML, CSS, vanilla JavaScript and PhotoShop
- Registered domains and set up hosting
- Executed ongoing content and image maintenance
- Web content and blogs
- Social media posts
- Paid Yelp reviews (seed content for new KC market)

Samples of all content and web development are available on the Content and Portfolio pages of samanthamccallfp18.com

EDUCATION

University of Kansas — Full-stack programming - certificate earned

Johnson County Community College — Online marketing - certificate earned

University of San Francisco — Master certificate in online marketing - earned

University of Kansas — MS Journalism - degree completed

Washburn University — BA in English - degree completed