
Huston "Fenix" Sampson

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Summary

Focused on accomplishing challenging development goals under strict deadlines. Analytical and resourceful problem-solver with disciplined approach and skill in producing clean, robust code. Seeking entry-level opportunities to expand skills while facilitating company growth. Flexible hard worker ready to learn and contribute to team success.

Skills

- Problem resolution
- Work ethic
- Organization
- Friendly, positive attitude
- Computer skills
- Website analytics tools
- Wireframes
- Databases
- Social media
- Oral and written communications
- Scripting
- Customer service
- Team management
- CSS
- Design, layout and typography
- User-centered design
- Mobile web design
- Search engine optimization
- Website structure
- Localization
- Cross-browser compatibility
- jQuery
- HTML proficiency
- CSS expertise
- JavaScript experience
- MS Office

Experience

SOCIAL MEDIA MANAGER | 01/2018 - 07/2021

Wayne's Auto Sales - Alabaster, AL

- Developed and implemented strategic social media marketing plans.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Aligned visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Utilized Twitter and Facebook to promote products, services and content.
- Proposed innovative storylines for digital content and developed unique campaigns to promote brand engagement.
- Analyzed market data to determine and target key audience or segments.
- Performed competitor analysis to identify high-value keyword and backlink options.
- Enhanced organic search engine ranking and managed paid search marketing to maximize SEO.
- Supported sales process by engaging appropriately when responding to online audience inquiries and posted

comments.

- Built and maintained corporate image, brand and identity.
- Created and optimized promotional publications and related materials.
- Conferred with labor relations managers to develop internal communications to inform employees of company activities.
- Developed and maintained companies' corporate image and identity using logos and signage.

SHIFT SUPERVISOR | 11/2016 - 10/2018

Starbucks - Birmingham, AL

- Collaborated with team members to improve performance and implement training updates.
- Provided coaching and reinforced standards to foster superior performance from crew members and others throughout organization.
- Coordinated shift-based inventory receiving, auditing and restocking.
- Employed security and loss prevention strategies during shift.
- Evaluated operational records and made scheduling adjustments to maximize productivity.
- Evaluated, reconfigured and performed equipment maintenance to support operational goals.
- Counted cash on hand at shift change and closing to determine shortages or overages and prepare bank deposit statements.
- Delegated tasks to employees and monitored activities and task completion.
- Supervised, motivated and led employees to maintain productivity and customer service levels.
- Upheld company standards and compliance requirements for operations and cleanliness.
- Complied with company safety procedures, policies and regulations to promote safe working environment.
- Documented production levels, materials used and special incidents to keep management informed of daily activities.

PERSONAL BANKER | 12/2014 - 11/2016

Cadence Bank - Birmingham, AL

- Created strategic financial solutions to suit individualized client needs.
- Met with clients to facilitate budget management and financial guidance.
- Processed invoices and checks and maintained daily cash logs and deposits.
- Processed several hundred transactions per day and handled money transfers, deposits and withdrawals.
- Delivered high level of customer service and support by answering questions and returning phone calls quickly.
- Evaluated customers' credit and financial information to control risk related to loans and other products offered by bank.
- Increased growth of branch deposit values by actively assisting with marketing, sales development and referral coordination.

Education and Training

Mortimer - Morris, AL | High School Diploma

Websites, Portfolios, Profiles

- https://fenixs83.github.io/personal_portfolio/
- <https://github.com/FenixS83>
- <https://www.linkedin.com/in/fenix-sampson-bb1a30219/>

Certifications

- Full Stack Web Development, University of Central Florida - 2021