

SAMANTHA MCCALL

◆ DIGITAL INTEGRATOR ◆

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SOCIAL



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@fpkc18

PROFILE

Intellectually curious digital communicator and developer focused on engaged listening, timely answers and creative problem-solving. I constantly evolve and grow my skills to identify the right languages, libraries, and frameworks for projects, improve cross-team understanding and minimize challenges. As a result, I can help find and build solutions that are both efficient and effective.

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