Samantha McCall

Full-Stack/Content Developer

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Address	Kansas City, MO

Profile

Intellectually curious developer passionate about digital marketing and communication. Hybrid communicator with strategic skill set acquired to help ensure project success. Organized learner adept at problem-solving, meeting deadlines and exceeding expectations.

Technical Skills

- HTML
- CSS
- JavaScript
- jQuery
- Node.js
- Bootstrap
- MySQL
- React — coming soon!

Web Development Experience

KU Full-Stack Coding Program — Jan-July 2018
Neophyte developer - KU Edwards Campus — Overland Park, KS

- Using HTML5/CSS3, Bootstrap, JavaScript, Node, and jQuery to build responsive, interactive sites
- Creating multiple GitHub repositories to store work and facilitate team collaboration
- Brainstorming and collaborating with fellow students to solve problems/complete projects

Sprint — 2011-2015
Web content specialist — Overland Park, KS

- Managed dynamically driven content for sprint.com using Teamsite CMS
- Updated HTML & CSS coding on as-needed basis
- Project managed multi-department interaction, project tracking, deadline adherence
- Concepted and wrote web content related to sprint.com products and solutions

PBA Health — 2009 - 2011
Web content developer — Kansas City, MO

As PBA Health's web content developer I utilized SEO best practices to write and optimize web content for pbahealth.com. I also:

- Coordinated acquisition of deliverables during site development
- Researched keyword & competitors; acquired external links
- Acquired and edited new content to adhere to brand standards
- Refreshed site content using customized CMS
- Executed elements of online & email marketing, social campaigns
- Established & maintained company's Twitter & Facebook presence

Additional Experience

Freelance content developer   2008-present

My ongoing freelance and contract work has included:

- Web content
- Paid Yelp content
- E-newsletters
- Digital ads
- Social media posts
- Blogs

My personal blog post on long-term elder care, Grandma Drives Me Crazy, earned WordPress Freshly Pressed recognition.

Complementary Skills

Computer Hardware/Software

- Microsoft Office Suite
- Adobe Creative Cloud
- Sharepoint
- Keynote
- Mac & PC literate

Managerial/Team Support

- Domain registration & website set up
- Trade show prep & booth manning
- Editorial calendar tracking
- Budget adherence
- Content versioning
- iPad trainer
- Event coordination

- Radio & TV ad copy
- Project management
- Vendor liaison
- Video editing
- Budget allocations & adherence
- Online blackboard adjunct teaching
- Public speaking
- Cat wrangling

Education

University of Kansas	2018
Full-stack programming certificate expected 7/18	
Johnson County Community College	2013
Online marketing certificate	
The University of San Francisco	2009
Master Certificate in online marketing	
University of Kansas	1994
Master of Science - Journalism - 3.6 GPA	
Washburn University	1989
Bachelor of English - 3.2 GPA	

Giving Back

Operation Wildlife

I volunteer at OWL when I can to rehabilitate injured and orphaned animals.

KCWIT volunteer

I'm active in Kansas City Women in Technology. This July I look forward to mentoring young women to encourage them explore STEM careers.