

SAMANTHA MCCALL

◆ DIGITAL INTEGRATOR ◆

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S O C I A L



github.com/green64



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@fpkc18

P R O F I L E

Intellectually curious digital communicator and developer focused on engaged listening, timely answers and creative problem-solving. By constantly evolving and growing my skills, I'm able to identify the right tools, improve cross-team understanding and minimize challenges. As a result, I can help companies create solutions that are not only efficient but also effective.

T E C H N I C A L E X P E R I E N C E

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

Freelance Content

Development

2015 - 2017

Using WordPress and Adobe Creative Cloud software including PhotoShop, InDesign, Dreamweaver, and Illustrator, I developed content and collateral including:

- SEO-enhanced web content
- Social media posts
- SEO-enhanced blogs
- E-newsletters

Web Content Specialist

Sprint

Sept 2011 - June 2015

- Managed sprint.com content using Teamsite CMS
- Incorporated 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

TECHNICAL EXPERIENCE

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 company's Twitter & Facebook presence

RELATED EXPERIENCE

Freelance Content & Web Development

2000 - 2014

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

EDUCATION

Interaction Design Foundation

Pursuing certificates in UX front-end/UI designer - 2018

University of Kansas

Full-stack programming certificate - 2018

Johnson County Community College

Online marketing certificate -2013

University of San Francisco

Master certificate in online marketing - 2009

University of Kansas

Master of Science - Journalism

Washburn University

Bachelor of English

COMMUNITY INVOLVEMENT

Kansas City Women in Technology

I'm currently the PR Chairperson for KCWiT, a dynamic organization committed to growing the number of women on STEM education paths and pursuing technology careers in Kansas City.

Operation Wildlife

I volunteer at OWL when time permits to educate, create marketing collateral and rehabilitate injured and orphaned animals.