



Samantha McCall

Web / Content Developer

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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 | ● ● ● ● ● |
| React | ● ● ● ● ● |
| MySQL | ● ● ● ● ● |
| MongoDB | ● ● ● ● ● |

Web Development Experience

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

- Using Technical Skills listed below along with command line, Git, Bash, AJAX & JSON-powered API calls, and various NPM packages and JavaScript libraries to build responsive, interactive sites
- Creating GitHub and Heroku repositories to store work, utilize version control 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
- E-newsletters
- Social media posts
- Paid Yelp content
- Digital ads
- Blogs

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

Complementary Skills

Computer Hardware/Software

- Word, Excel, PowerPoint
- InDesign, Photoshop
- WordPress
- 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
- Budget allocations & adherence
- Online blackboard adjunct teaching
- Public speaking
- Cat wrangling
- Cowbell playing

Education

University of Kansas

Full-stack programming certificate expected 7/18

Johnson County Community College

Online marketing certificate

The University of San Francisco

Master Certificate in online marketing

University of Kansas

Master of Science - Journalism - 3.6 GPA

Washburn University

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 to explore STEM careers.