SAMANTHA MCCALL

◆ DIGITAL INTEGRATOR ◆

samanthamccallfp18@gmail.com ◆ samanthamccallfp18.com ◆ 913.634.5748

SOCIAL

- github.com/green64
- samantha-mccall-44303a6/
- @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.

TECHNICAL EXPERIENCE

Freelance & Contract Content Strategy & Development
2015 - present

Using WordPress, Sitecore, PhotoShop and InDesign, I develop content and collateral including:

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

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

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 - 2019

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.