



## Samantha McCall

### Full-Stack/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 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
- 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
- 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 to explore STEM careers.