



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

- Use HTML5, CSS3, Bootstrap, JavaScript, jQuery, Node.js, React, AJAX & JSON-powered API calls, MySQL, MongoDB and various NPM packages and libraries to build responsive, interactive sites
- Create GitHub and Heroku repositories to store work, utilize version control and facilitate team collaboration
- Brainstorm and collaborate 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.
- Incorporated HTML & CSS on required pages.
- 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 pbahealth.com content. 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 daily using customized CMS
- Executed elements of online & email marketing, social campaigns
- Established & maintained company's Twitter & Facebook presence

Freelance web development 2000 - 2007

- 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

Additional Experience

Freelance content development

2008-present

My ongoing freelance and contract work has included:

- SEO-enhanced web content
- E-newsletters
- Social media posts
- Paid Yelp content
- Digital ads
- Blog set-up and posting

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.