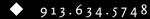
# SAMANTHA MCCALL

DIGITAL INTEGRATOR

samanthamccallfp18@gmail.com

samanthamccallfp18.com



#### SOCIAL



github.com/green64



in 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.

#### PROFESSIONAL EXPERIENCE

### **Digital Content Strategist**

TouchNet Oct 2018 - present

Freelance & Contract **Content Strategy & Development** 

June 2015 - present

• Interactive websites

- Database-driven apps
- A Ruby on Rails-based blog
- execute Pardot and Salesforce marketing automation campaigns. Using HTML5, CSS, JavaScript, React, PHP, and content I develop and create:

In this hybrid role, I update and maintain touchnet.com using HTML,

latter of which I maintain in LumApps. I also help create and

CSS, and JavaScript within the Sitecore CMS. I provide school-, student-

and staff-facing content for web pages, emails, blogs, product marketing, advertising, case studies, social media, and the company intranet, the

- SEO-enhanced web content
- SEO-enhanced blog posts
- Social media posts

#### **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

#### PROFESSIONAL EXPERIENCE

#### Web Content Specialist

Sprint

Sept 2011 - June 2015

**Web Content Developer** 

PBA Health

June 2009 - Sept 2011

- Managed sprint.com content using Teamsite CMS
- Wrote 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
- 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 the company's Twitter and Facebook presence

## Freelance Content & Web Development

2000 - 2014

- Built static sites for small businesses with DreamWeaver using HTML, CSS, vanilla JavaScript and PhotoShop
- · Registered domains and set up hosting
- Executed ongoing content and image maintenance
- Web content and blogs
- Social media posts
- Paid Yelp reviews (seed content for new KC market)

Samples of all content and web development are available on the Content and Portfolio pages of samanthamccallfp18.com

#### EDUCATION

University of Kansas Full-stack programming - certificate earned

Johnson County

Community College Online marketing - certificate earned

University of San Francisco Master certificate in online marketing - earned

University of Kansas MS Journalism - degree completed

Washburn University BA in English - degree completed