

# SAMANTHA KI.

FRONT END WEB DEVELOPER | UX | DIGITAL STRATEGIST

## PROFILE

Former digital marketer turned web developer. In a past life I worked in retail marketing specialising in digital & social media content creation, UX design, digital customer journeys, & experiential marketing.

Looking for a new adventure beyond the limitations of CMS - I was inspired by the talented devs I had the pleasure of working with - to expand my world through the infinite possibilities of code.

Seeking opportunities within a collaborative, creative team where I can continue to grow, contribute & learn.

## EDUCATION

GENERAL ASSEMBLY, 2016-2017  
Web Development Immersive

GENERAL ASSEMBLY, 2014  
Digital Marketing

UNIVERSITY OF TECHNOLOGY, SYDNEY  
2008-2012  
BA Communications (Hons)

## SKILLS

### LANGUAGES & FRAMEWORKS

HTML	CSS/SCSS	JavaScript
Ruby	Backbone	jQuery
Ajax	Underscore	Ruby on Rails
React	Phaser	

### OTHER

Git	Photoshop
Copywriting	Project Management
Digital Strategy	Budget Management
UX Design	Email Marketing
Branding	Social Media Marketing

## EXPERIENCE

WEB DEVELOPMENT IMMERSIVE  
GENERAL ASSEMBLY, 2016-2017

Conceptualised & developed four web applications including final project, Story Canvas - an interactive, animation-based typing app.

GROUP DIGITAL MARKETING EXECUTIVE  
IPOH PTY LTD, 2015-2016

Led digital marketing across group portfolio of 4 retail centres including end-to-end campaign production & management, key liaison for internal & external stakeholder relations, managed team of 2.

GROUP DIGITAL MARKETING ASSISTANT  
IPOH PTY LTD, 2013-2015

Responsible for B2C digital communications across group portfolio including social media, websites, & eDM/CRM, implemented in-house social media content production, & established paid social media campaigns.

DIGITAL ASSOCIATE PRODUCER  
GP MEDIA PTY LTD, 2011-2013

Start up SNS media company.  
Responsibilities included digital strategy, user and trend research, UX site review, and brand development.

## CONTACT

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## REFERENCES

Available upon request