

Samantha Zane Sanchez

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EDUCATION

University of North Texas

Bachelor of Arts in New Media, Minor in Computer Science & Art History

Denton, TX

Aug. 2021 – Dec. 2024

Institute of American University

Coursework in Art History

Aix-en-Provence, France

June 2023 – July 2023

University of Texas at Austin

Master's in Computer Science

Austin, TX

Aug. 2025 – May 2027

EXPERIENCE

5p Marketing

Web Developer & Assistant Stage Manager

Aug 2022 – Present

Fort Worth, TX

- Designed website for the Fort Worth Michelada Festival, increasing web traffic by 15% monitored through Google Analytics. Utilized strategic design and targeted marketing campaigns with CRM tools and automated workflows to increase audience engagement.
- Development of promotional content with HTML, CSS, and frontend UI/UX principles to enhance user experience, boosting vendor and attendee participation.

President of New Media Cooperative

Lead Web Developer

Aug. 2022 – Present

Denton, TX

- Sole Developer for my New Media Cooperative website with use of HTML, CSS, & Javascript, presenting its mission and projects. Contributed to an overall 30% increase in membership.
- Collaborated with Composers Forum on Lumia Musica (2022/2024) to create multimedia and 3D animated simulations performed at Merrill Ellis Theater. Created promotional content for the 2024 event, resulting in a 55% increase in audience attendance from the first year.
- Led New Media Cooperative in Blender 3D modeling and TouchDesigner workshops.
- Exhibited multimedia pieces in CVAD Building's Alcove space.

Embassy Suites Convention Center by Hilton

Front Desk Agent

Oct. 2023 – Present

Denton, TX

- Utilize CRM tools to manage customer databases, improving sales strategies, and enhance customer retention, with a 20% increase in engagement and satisfaction through real-time communication and personalized service.
- Resolve guest issues and inquiries through open communication across departments, while assisting guests during diverse conventional events.

PROJECTS

Portfolio Website | *HTML, CSS, Javascript*

Aug 2024

- Developed a personal portfolio website hosted on AWS, showcasing 3D design projects, Figma prototypes, and my professional background, using HTML and CSS to create a responsive, visually engaging platform.

Android Cafe App | *Kotlin, Git*

Aug 2024

- Architected an Android Cafe Application using Kotlin, allowing for user engagement with various buttons. Utilized constraints to follow responsive UI and proper design principles.

Sound Reactive Blender Simulations | *Blender, MaxOSC*

Aug 2023

- Worked in collaboration with composers to pair 3D modeled simulations with a baked audio track, allowing for the animation to move in motion with animation.

Lumia Musica | *Blender, TouchDesigner, GLSL, Unity*

Oct 2022 & 2024

- 3D modeled robot animations paired with various simulations and digitally animated assets to reflect themes of technological globalization.

Touch Responsive Arduino Uno LEDs | *Arduino Uno, Blender, LEDs,*

Oct 2024

- Created a 3D Blender simulated animation, paired with a 3D-printed model of a geodesic dome that was illuminated by touch-responsive LEDs using the Arduino CapacitiveSensor library.

TECHNICAL SKILLS

Languages: HTML/CSS, C/C++, JavaScript, Python, Java

Frameworks: React, Node.js, Bootstrap, Tailwind, Material-UI, FastAPI

Developer Tools: Git, Figma, Google Cloud Platform, VS Code, Visual Studio, PyCharm