Samantha Zane Sanchez

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EDUCATION

University of North Texas Denton, TX
Bachelor of Arts in New Media, Minor in Computer Science & Art History *Aug. 2021 – Dec. 2024*

Institute of American University Aix-en-Provence, France
Coursework in Art History *June 2023 – July 2023*

Texas A&M University College St, TX
Master's of Science in Visualization *August 2025 –*

EXPERIENCE

5p Marketing Aug 2022 – Present
Web Developer & Assistant Stage Manager *Fort Worth, TX*
- Designed and developed website for Fort Worth Michelada Festival, increasing web traffic by 15% tracked through Google Analytics. Utilized HTML, CSS, UI/UX principles, and user research to develop strategic designs and targeted marketing campaigns.
- B2B experience coordinating with stakeholders and vendors to manage food & beverage logistics, sponsorships, and community engagement, optimizing event branding and audience experience.
- Collaborated with marketing/design teams to streamline social media content creation, increasing engagement for key events like Viva Tejas by Texas Rangers, Michelada Festival, and Fort Worth Art Festival.
- Facilitated artist setup and stage logistics, organized scheduling, and ensured proper safety practices and handling of detail-oriented productions.

President of New Media Cooperative Aug. 2022 – Present
Lead Web Developer *Denton, TX*
- Sole website Developer for my New Media Cooperative website with use of HTML, CSS, & Javascript; the site showcased the organization's mission and projects, contributing to a 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. Developed promotional content that led to a 55% increase in audience attendance.
- Led workshops on Blender 3D modeling and TouchDesigner, sharing skills in multimedia creation.

Embassy Suites Convention Center by Hilton Oct. 2023 – Present
Front Desk Agent *Denton, TX*
- Utilized CRM tools to manage B2B corporate accounts and B2C guest interactions, identifying personalized upsell opportunities, optimizing revenue through strategic room allocations, and maintaining customer databases.
- Resolve guest issues and inquiries through cross-departmental communication, enhancing guest retention and satisfaction with operational efficiency.

PROJECTS

Portfolio Website | *HTML, CSS, Javascript* Aug 2024
- Developed a personal portfolio website hosted on AWS, showcasing 3D design projects, Figma prototypes, and professional background. Utilized HTML and CSS to create a responsive and engaging platform for potential employers and clients.

Android Cafe App | *Kotlin, Git* Aug 2024
- Structured an Android Cafe Application using Kotlin with intuitive user engagement and smooth navigation. Wireframed and prototyped with figma for optimal design. Implemented constraint layouts following responsive UI design principles for usability and consistency.

React Counter App | *JSX, React, VS Code* Oct 2024
- Developed inventory tracking and interactive counter application using React and JSX to utilize event handling and dynamically update the UI based on user interactions.

Book Club App | *JSX, React, VS Code* Feb 2025
- Designed wireframes and high-fidelity prototypes in Figma for a book-tracking app, focusing on user-friendly navigation and progress tracking. Currently developing a React-based dynamic book progress feature to enhance user engagement.

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.

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, JavaScript, Python, Kotlin, Java, C/C++, JSX
Frameworks/Libraries: React, Node.js, Angular, Bootstrap, Tailwind, Material-UI, FastAPI
Developer Tools/Software: Blender 3D, TouchDesigner, Maya, Git, VS Code, Figma, Sketch, AWS (S3, Lambda, Amplify), Google Cloud Platform, Salesforce, PyCharm, Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Suite (Photoshop, Illustrator, XD, Premiere Pro)
Certifications: CCNA, Interaction Design Foundations, AWS Lambda Foundations