SAM DEXTER

WEB DESIGNER + DEVELOPER

RELEVANT EXPERIENCE

Freelance Web Designer + Developer

samrdexter.com | Remote | 2019 – Present

Designing and developing personal, interactive websites. Comfortable building responsive HTML & CSS sites from scratch and installing and customizing JavaScript and jQuery plugins. Holistic brand development including establishing user personas, producing style guides, planning and wireframing design concepts, and creating client-ready design comps.

Head of Content, Travel Specialist

Jubel, Inc. | Remote | 2017 – 2020

Managed the company's content marketing strategy to increase top-of-the-funnel lead generation. Produced SEO optimized blog posts and utilized analytical tools to adjust strategy. Built email nurturing campaigns with tailored content for subscribers. Planned complex client trips and managed budgeting, booking, and customer service throughout trips. Oversaw destination and travel guide curation, writing, and editing processes. Produced the wireframe for the company's trip planning web app and created a variety of landing pages using Squarespace.

Marketing + Public Relations Director

TheBesty | Remote | 2016 – 2017

Built the company's blog and managed operations including editing, publishing, and overseeing a small team of writers. Translated content from Spanish to English. Curated local food and drink recommendations for major cities across the U.S. Conducted blog and forum marketing to increase targeted traffic.

Marketing Assistant

PromoRepublic | Santiago, Chile & Remote | 2015 – 2016

Produced marketing and sales collateral such as email templates, YouTube scripts, and brochures. Created social media marketing content targeting small business owners and translated content into English, including PromoRepublic's website.

EDUCATION

University of Washington
Bachelor of Arts in Spanish & Global Health, *cum laude*

SKILLS

Front-End Skills
HTML5
CSS3
JavaScript
JQuery

Back-End Skills
Git
WordPress

Design Skills
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
UX/UI
Photo Editing & Retouching

Extensive Marketing Skills

TRAINING

Skillcrush Visual + Web Design, Front End Development, WordPress Development, & Full Stack Development
Udemy The Complete Web Developer Course 2.0