

# 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 and 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 & PHP

Ruby

### 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