

# Samantha McCall

content development & management | digital marketing & strategy

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## AREAS OF STRENGTH/QUALIFICATIONS SUMMARY

- Digital marketing: web content development & management, blogs, social media, SEO, SEM
- Website development (HTML, CSS, CMS)
- Copy writing & layout for banner ads, emails, e-newsletters, & interactive presentations
- B2B and B2C writing in corporate, agency and nonprofit settings
- Intermediate to advanced software experience: Microsoft Office Suite; Adobe Creative Cloud; WordPress; CMS; SharePoint; Keynote; web analytics (Webtrends, Google Analytics)
- Macintosh and PC experience
- Insatiable learner, early adapter, strategic thinker, underdog rooter

## EXPERIENCE

### Freelance content developer

2008 – present

My ongoing freelance work has included web content, paid Yelp content, digital ads, e-newsletters, social media posts, and blogging. My personal blog post on long-term elder care earned WordPress Freshly Pressed recognition.

### Chico's FAS, Inc.

Team Lead | November 2015 – present | Kansas City

As a team lead I supervise other associates, promote customer service and help achieve the store's overall goals for building brand reputation and maximizing both brick-and-mortar and online sales.

### Resort Lifestyle Communities

Digital Strategist | June 2015 – February 2016 | Lincoln, NE

My inbound marketing role included content development and management, search engine optimization (SEO) through keyword-enhanced web and social media content, maintaining the 20-community strong website via WordPress, monitoring website & social media analytics, and adjusting content accordingly. I accomplished these goals by:

- Improving web content, usability, readability for better user experience
- Writing & posting optimized content via WordPress on rlcommunities.com
- Boosting the company's social presence on Facebook, YouTube & Google+
- Monitoring web & social analytics to guide updates & future content
- Assisting with print production overflow, e.g. writing, proofreading, newsletters, Illustrator & InDesign production

## Professional Skills

### content development

 17 years

- New and repurposed web content
- Blog content
- SEO-enhanced content, social media posts, meta tags & alt tags
- Paid ads
- Infographics

### print & digital production

 17 years

- Marketing collateral
- Books & magazines
- Newsletters
- Digital ads
- Digital image optimization
- E-newsletters
- PowerPoint presentations
- Creative Cloud – Photoshop, InDesign & Illustrator
- Trade show kiosk presentations

### seo

 13 years

- Organic, paid & mobile SEO
- Keyword research & strategy
- Analytics & algorithm monitoring to improve & maintain rankings

### blogging & content management

 7 years

- Blogger & WordPress platforms
- Editorial calendars
- Keyword optimization

### social media

 7 years

- Account set up
- Facebook, Twitter, LinkedIn, YouTube, Pinterest & Google+
- Editorial calendars
- Paid Yelp review writer

## **Sprint**

*Web Content Specialist II | September 2011 – June 2015 | Overland Park*

As a contract employee then a Sprint team member, I helped Sprint grow its web presence by:

- Writing web content related to sprint.com products and solutions for consumer, business and international audiences
- Managing dynamic local & mobile content for sprint.com using the Teamsite CMS
- Project management, including interacting with other departments, tracking projects via Daptiv and deadline adherence

## **PBA Health**

*Web Content Developer | June 2009 – September 2011 | Kansas City*

As PBA Health's web content developer I utilized SEO best practices to write and optimize web content for pbahealth.com. I also:

- Coordinated acquisition of deliverables during site development
- Researched keyword & competitors; external link acquisition
- Acquired and edited new content to adhere to brand standards
- Refreshed site content using customized CMS
- Executed elements of online & email marketing, social campaigns
- Established & maintained company's Twitter & Facebook presence

## **K7 Liquor**

*Social Media Assistant | April 2010 – May 2013 | Shawnee*

Enhanced K7 Liquor's Facebook content with trivia, recipes & alcohol tips to generate conversation, build relationships & enhance reputation.

## **Advanstar Communications**

*Marketing Specialist | July 2008 – April 2009 | Overland Park*

- Created house ads for four separate publications
- Promoted three annual conventions through outbound marketing: banner ads, email, & direct mail
- Developed marketing collateral, Flash presentations & web content

## **GlynnDevins Advertising & Marketing**

*Interactive Writer | May 2006 – February 2008 | Overland Park*

- Wrote content for websites, e-newsletters, emails & paid search
- Repurposed off-line collateral to organically optimized online content
- SEO of all website content

## **EDUCATION**

2017 | WordPress Camp – April 2017

*Exploring digital marketing via WordPress & social media*

2016 | Hubspot.com

*Inbound certification May 2016 – June 2017*

2013 | Johnson Co. Community College, Overland Park

*Online marketing certificate*

2009 | The University of San Francisco, Online

*Master Certificate in Online Marketing*

1994 | The University of Kansas, Lawrence

*Master of Science - Magazine journalism*

1989 | Washburn University, Topeka

*Bachelor of Arts - English, writing emphasis*

## **complementary skills**

- Domain name registration & website set up
- Trade show preparation & booth manning
- iPad trainer
- Event coordination
- Radio & TV spot ad copy writing
- Project management
- Vendor liaison
- Video editing
- Budget allocations & adherence
- Online blackboard adjunct teaching
- Public speaking
- Cat wrangling