



# Samantha McCall

## Full-Stack/Content Developer

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## Profile

Intellectually curious developer passionate about digital marketing and communication. Hybrid communicator with strategic skill set acquired to help ensure project success. Organized learner adept at problem-solving, meeting deadlines and exceeding expectations.

## Technical Skills

HTML ● ● ● ● ●  
 CSS ● ● ● ● ●  
 JavaScript ● ● ● ● ●  
 jQuery ● ● ● ● ●  
 Node.js ● ● ● ● ●  
 Bootstrap ● ● ● ● ●  
 Angular coming soon!  
 React coming soon!

# Web Development Experience

**KU Full-Stack Coding Program** Jan-July 2018

Neophyte developer - KU Edwards Campus Overland Park, KS

- Using HTML5/CSS3, Bootstrap, JavaScript, and jQuery to build responsive, interactive sites
- Creating multiple GitHub repositories to store work and facilitate team collaboration
- Brainstorming and collaborating with fellow students to solve problems/complete projects

**Sprint** 2011-2015

Web content specialist Overland Park, KS

- Managed dynamically driven content for sprint.com using Teamsite CMS
- Updated HTML & CSS coding on as-needed basis
- Project managed multi-department interaction, project tracking, deadline adherence
- Concepted and wrote web content related to sprint.com products and solutions

**PBA Health** 2009 - 2011

Web content developer Kansas City, MO

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; acquired external links
- 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

# Additional Experience

## Freelance content developer

2008-present

My ongoing freelance and contract work has included:

- Web content
- Paid Yelp content
- E-newsletters
- Digital ads
- Social media posts
- Blogs

My personal blog post on long-term elder care, *Grandma Drives Me Crazy*, earned WordPress Freshly Pressed recognition.

# Complementary Skills

## Computer Hardware/Software

- Microsoft Office Suite
- Adobe Creative Cloud
- Sharepoint
- Keynote
- Mac & PC literate

## Managerial/Team Support

- Domain name registration & website set up
- Trade show preparation & booth manning
- Editorial calendar tracking
- Budget adherence
- Content versioning
- 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

# Education

## University of Kansas

2018

Full-stack programming certificate expected 7/18

## Johnson County Community College

2013

Online marketing certificate

## The University of San Francisco

2009

Master Certificate in online marketing

## University of Kansas

1994

Master of Science - Journalism - 3.6 GPA

## Washburn University

1989

Bachelor of English - 3.2 GPA