

Samantha McCall

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CAREER SUMMARY

Related job titles: **WebSite Manager • Martech Specialist • Digital Marketing Manager**

With one foot in digital marketing and one in front-end development for more than 20 years, I've managed websites and landing pages with CMS platforms such as Sitecore and WordPress. I've also executed digital campaigns while serving as an inter-team liaison. I'm proficient in HTML and CSS with a strong grasp of JavaScript and am capable of testing, troubleshooting, correcting styles, fixing links and incorporating both good UX/CX and strategic SEO.

From a marcom standpoint, I incorporate UX and build targeted, responsive HTML emails that deliver links, collateral, and customized content via automated customer journeys. I understand the content cycle and target messaging accordingly. I've mainly worked remotely since 2000 but am flexible and enjoy contributing to brainstorming & strategy sessions. I'm also a lifelong learner currently exploring and utilizing AI's capabilities and limitations from a content perspective.

EXPERIENCE

Digital Marketing Specialist II | Westlake Royal Building Products | January 2022 - present

- Oversee and execute B2B and B2C digital marketing and communication strategies for DaVinci website, emails, newsletters, social posts & trade shows
- Develop email strategies and tactics for customer journeys, personalization, lead generation
- Coordinate digital messaging around trade shows, new product launches, and partner promotions. Monitor analytics to execute data-driven lead tracking. Nurture leads with targeted content to effectively communicate at every phase of product awareness.
- Provide strategic content for web pages, blogs, email and social posts
- Create editorial calendars aligned with quarterly themes across building product groups
- Spearhead content development, team usage and overall growth of Advocacy, a social media platform providing curated posts to multiple Westlake sales teams to boost share of voice, thought leadership and brand awareness
- Software used: Salesforce, Pardot, WordPress, Adobe Creative Suite, Microsoft Office Suite, Asana, Workfront, Sharepoint, Litmus, Sprout, Advocacy, Canva, ChatAI and Canto

Digital Marketing Lead | Boost Mobile | April 2021 - January 2022

- Turned targeted messaging — combined with creative execution — into measurable email and SMS campaigns geared toward Boost Mobile's customer base
- Tracked, executed, and compiled the full spectrum of B2C campaign metrics
- Software used: Zeta, Responsys, Dreamweaver, Photoshop, Wrike and Jira

Senior Digital Strategist | TouchNet | October 2018 - April 2021

- Maintained and managed touchnet.com using HTML and CSS within the Sitecore CMS

- Turned complex software topics and subject matter expert briefings into optimized, user-friendly school-, student- and staff-facing SaaS content for web pages, emails, e-books, blogs, product marketing, advertising, case studies, and social media• Contributed to/ created email automation campaigns, customer journeys and landing pages
- Helped strategize and execute TouchNet's pandemic-driven pivot from in-person to online learning, including on-the-fly adaptation for TouchNet's webinars and virtual user conference
- Software used: Sitecore, Bootstrap, Pardot, Photoshop, LumApps, and Wrike

Developer Student | KU Full-Stack Program | January - July 2018

Earned certificate while freelancing for various digital content clients. Developed individual and team projects using tools including HTML5, CSS3, Sass, React, JavaScript, and Bootstrap

Web Content Specialist | Sprint | September 2011 - June 2015

- Updated dynamically driven sprint.com content using HTML and CSS in Teamsite CMS
- Served personalized content via CMS to various Sprint business and consumer audiences
- Wrote optimized content to help Sprint gain market share among small businesses, improved processes related to posting and updating content
- Coordinated messaging with international UX teams, developers, and project managers

AFTER HOURS

Author | Dead Air | November 2022 - present

In my free time I've written an 86,000-word fiction manuscript that I'm self-publishing. In addition to building my research and storytelling experience, I'm also getting a crash course in digital publishing and self-promotion via social platforms such as SubStack.

EDUCATION

- **Udemy Business** | Completing courses in Canva, SEMRush and ChatGPT - ongoing
- **The University of Kansas** | Full-stack programming certificate - 2018
- **Johnson County Community College** | Online marketing certificate - 2013
- **University of San Francisco** | Master certificate in online marketing - 2009
- **The University of Kansas** | Master of Science - Journalism
- **Washburn University** | Bachelor of English