

# JOEL SAMSON

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## Education

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### George Mason University

*Master of Science in Computer Science*

Fairfax, VA

GPA: 3.71

### NMAMIT Institute of Technology

*Bachelor of Engineering in Information Science & Engineering)*

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GPA: 3.68

## Experience

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### Web developer/ Marketing Manager @ National Water Service

September 2024 – Present

*Google Analytics, HubSpot, SEO, WordPress, Cloudflare, Search Console, Ads, Chatbot, Canva*

*Highland, MD*

- Managed and updated **WordPress content** and administered **plugin integrations**, enhancing site functionality and user experience
- Executed **multi-platform marketing strategies** across social media and CRMs, including **HubSpot email marketing** campaigns, improving customer engagement by **5%**
- Administered **security improvements** using **Cloudflare**, reducing website vulnerabilities by **50%** and ensuring optimal website protection
- Led **Google Ads** campaigns, achieving **30,000 clicks** and enhancing site traffic with measurable improvements in **brand visibility**
- Designed and optimized **daily content calendars** for social media, driving consistent **brand engagement** through scheduled posts and interactive content
- Developed and implemented **thank-you email campaigns** and marketing newsletters with a **50% email click rate**, surpassing industry averages
- Enhanced **SEO strategies** using **Google Analytics, Search Console, and HubSpot**, driving a **3% increase in organic traffic**
- Managed and redesigned **Google Business listings**, ensuring up-to-date company information for better local search performance
- Integrated **cloud storage solutions** to streamline content management and ensure secure access for marketing materials and analytics data
- Created comprehensive **company analytics reports** using **Google Analytics and HubSpot** for **performance tracking** and **data-driven marketing decisions**
- Utilized **business logic** to train and deploy an **AI-powered chatbot**, improving customer **response time and engagement**
- Managing and redesigning **nationalwaterservice.com** and maintaining **nationalplumbingandmechanical.com**

### Web Communications Specialist Intern @ The Salvation Army

May 2024 – September 2024

*React, NodeJS, HTML/CSS/JavaScript, Adobe Analytics, S3, SQL, Sharepoint, Power Apps*

*Alexandria, VA*

- Managed a **global network of over 17,000 websites**, enhancing site performance and increasing **daily active users by 500**
- Enhanced **SEO** using **Google Search Console and Adobe Analytics**, achieving a **top 10 search ranking** and **boosting organic traffic by 200 users per week**
- Implemented **database optimization** techniques that led to a **10% improvement in overall website performance**, enhancing user experience and increasing customer retention rates.
- Streamlined data processes by integrating **SharePoint workflows** and **created organization-specific power apps**, **saving 3 hours per week** through the automation of manual data entry tasks
- Utilized **AI-driven content automation**, increasing content management efficiency by **25%** across multiple sites
- Managed regular **content updates**, including **blog posts, news items, and social media platform**, ensuring timely and accurate publication
- Managed adding new sites, content and Updates/ Campaigns **www.salvationarmyusa.org/usn/**

### Software Developer Intern @ Nexus 8 International

January 2023 – September 2024

*React, NodeJS, HTML/CSS/JavaScript, Figma, Git, Wireframes, WordPress, CRM, SQL*

*Washington DC, DC*

- Led the design and development of a startup website, implementing modern design practices to optimize user experience and prepare for a high-impact launch, with **projected traffic growth of 20%** based on similar past projects

- Executed performance optimizations, **reducing page load time by 20% through caching techniques, CDN integration, and image/code optimizations**, leading to faster user experiences and improved site efficiency
- Created and executed detailed **wireframe-driven enhancements to the website's user interface**, resulting in a streamlined navigation process that **improved user satisfaction scores by 40%** in customer feedback surveys

### Graduate Teaching Assistant @ George Mason University

August 2022 – December 2023

*Data Analysis, HTML, CSS, JavaScript, Python, Excel, Tableau, CRM, Drupal*

*Fairfax, VA*

- Mentored **100+ students** in fundamental CS concepts and revamped the course curriculum on campus websites using **Drupal CRM**, resulting in a more updated curriculum and efficient management of student information and scores
- Utilized **instructional design skills** to create interactive learning modules, leading to a **30% increase in student engagement** and a **25% improvement in overall course grades**
- Facilitated hands-on lab sessions, increasing students' practical understanding of **data visualization tools** like **Tableau and Excel** by **25%**
- Developed and managed a **content calendar** for class materials, ensuring the timely release of assignments, resources, and updates to improve class engagement and communication
- Created and analyzed detailed **performance reports** for student progress using **Tableau and Excel**, providing data-driven insights for teaching improvements
- Designed and implemented **targeted communication strategies** using **CRM tools**, improving student participation rates and feedback submissions
- Promoted student events and workshops on social media platforms, driving an increase in attendance and engagement by **15%**

### Software Developer Intern @ Istari Digital

June 2023 - August 2023

*React, NodeJS, JavaScript/TypeScript, REST APIs, Github, Vite, Storybook, Jest, SQL*

*Arlington, VA*

- Developed **reusable React components**, **reducing development time by 20%** and **accelerating project timelines by 3 weeks**
- Architected **high-performance RESTful APIs**, **increasing backend throughput by 30%** and **scaling to handle 1000 additional requests per minute**
- Conducted comprehensive **unit testing** and achieved a **95% code coverage**, effectively **reducing post-release bugs by 30%**
- Designed and documented **API endpoints and SQL database schemas**, enhancing clarity and **reducing onboarding time for new developers by 25%** through improved documentation and streamlined data management

### Freelance Full Stack Developer @ NMAMIT

January 2020 – December 2021

*React, NodeJS, HTML/CSS/JavaScript/PHP, SQL, Figma, Canva, Wordpress, Adobe*

*Remote*

- Created and refined university portals and outreach websites, achieving an increase in **user satisfaction by 15%** and enabling seamless **access for over 5,000 users** accessing resources each month
- Optimized website performance using **lazy loading** and **caching strategies**, **reducing page load times by 25%** and **enhancing user retention by 10%**
- Customized **WordPress themes and plugins**, creating unique functionalities that **improved site usability and engagement by 20%**
- Implemented **extensive user acceptance testing (UAT)**, achieving a **95% stakeholder satisfaction rate** and ensuring seamless project rollouts
- Executed targeted **email marketing campaigns** for college and local initiatives, **increasing open rates by 30%** and **click-through rates by 25%** through **effective segmentation** and **A/B testing**

## Skills

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**Languages:** Python, Java, C++, C, SQL, Jest, C, HTML, CSS, JavaScript, TypeScript, Linux, Swift

**Technologies / Frameworks / Tools:** .NET, Firebase, SpringBoot, REST APIs, Git, AJAX, jQuery, AWS Cloud, Docker, Kubernetes, Redux, Jenkins, Tableau, Canva, Adobe, CRM, Sharepoint, Power BI, Adobe Analytics, Slack, Google Tag Manager

**Web Development:** React, NodeJS, Angular, NextJS, MERN, Tailwind, Bootstrap, Webflow, WordPress, PHP, Laravel, WCAG 2.1, ARIA, Section 508, Photoshop, InDesign, Illustrator, Google Analytics, Lighthouse, Cloudflare, Chatbot Integration

**Marketing Skills:** Social Media Management, Email Marketing, HubSpot, Google Ads, Marketing Strategy, SEO Optimization, Content Calendar Development, Campaign Performance Tracking, Google Search Console, HubSpot Analytics, KPI Reporting, Mail Champ, Adobe Experience Manager, Adobe tools

**Cloud and Security:** AWS (S3, CloudFront, Lambda, API Gateway, DynamoDB), Cloudflare Security, HTTPS, CI/CD Pipelines

**Certifications:** AWS Cloud Practitioner

**Databases:** MySQL, MongoDB, PostgreSQL, Firebase, DynamoDB