



Samantha Baccala

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Education

Quinnipiac University Online, MS in Interactive Media, Expected Graduation 08/13
Quinnipiac University, BA in Interactive Digital Design Minor: Public Relations, Graduation 05/12

Relevant Course Work

Interactive Media Classes 2011-2013

Through this masters program, I have studied the implementation and processes of creating content and media for the web. More specifically, courses on Web Design, Animation, and Social Media.

Interactive Digital Design Classes 2008-2012

I have taken a range of courses that cover the different branches of the design field such as print design, web design, mobile interaction design, and animation. Through these courses I have studied typography, layout design, and the design process.

Public Relations Classes 2008-2012

I have studied the history of the media, journalistic and public relations writing styles, and planning for public relations events and strategic planning.

Work Experience

Wyndham Hotel Group: eCommerce Retail Creative

As a retail creative, I built out landing pages and digital assets such as display banners and website graphics for 13 different brands.

Visiting Nurse Association Of South Central Connecticut: Web Designer 2011-2013

I built and designed the new website in Drupal.

Connecticut Disc Jockey Association: Web Designer 2011

Created a new website for the CPDA with HTML and CSS.

Yale School of Nursing Department of Public Affairs: Design Intern Fall 2011

As a design intern I created invitations, magazine ads, and helped with website redesign in Drupal.

Ammirati: Interactive Intern Summer 2011/January 2012

As an Interactive Intern at Ammirati, I assisted the Interactive team with many different projects. I created screen savers for a client, resized and made images web-ready, created skins and facebook images, updated a client's press website, and added translations to xml files.

FXDD: Marketing Intern Summer 2010

As a Marketing Intern I worked in many different departments of the company. Some of my duties were doing competitor website research, updating social media and site links, and inputting applications into their system.

Cinderella's Closet of Monmouth County: Web and Print Designer 2010-Present

For Cinderella's Closet I designed the event program for the organization's annual Charity Fashion Showcase as well as the organization's website. The non-profit is dedicated to providing less fortunate high school students in my community the opportunity to attend their prom without the financial burden.

Skills

Languages: Fluent in English. Familiar with Spanish and Italian.

Technology: Proficient in Adobe Photoshop, Illustrator, InDesign, Dreamweaver, as well as HTML, and CSS. Familiar with Javascript, JQuery, PHP, Flash, Coda, Drupal, Wix, and Wordpress.

Activities and Hobbies

Cinderella's Closet of Monmouth County Volunteer, 2007-Present

Interactive Design Organization, 2008-2012

Hobbies include Photography, Crafting, Indoor Rock Climbing, and Softball