

Samantha Callicutt

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Education

Master's Degree - Expected Graduation Fall 2024

University of Arizona / School of Journalism

M.A. Journalism

Bachelor's Degree - Graduated 2021

University of Arizona / College of Information / Honors College

Bachelor of Science in Information Science, Technology & Arts

Minor: Digital Design (Thematic Minor)

Work Experience

Gray Media Group - Channel 13 KOLD News

January 2024-Present

News Intern

- Research and pitch new and topical, Tucson-based stories for morning meetings.
- Develop dayturn packages along side reporters.
- Pitch, execute, and write VOSOTs for newscasts.
- Participate in news production - work with broadcasting producers to experience broadcasts from inside the newsroom.
- Improve camera skills by learning lighting techniques, shot framing, and audio balancing to create the optimal picture outcome.
- Develop on-camera presence and standup reel.
- Produce investigative news piece as part of internship capstone.

Digital Futures Bilingual Studio

August 2023-December 2023

Intern Reporter

- Cover new and impactful stories taking place at the University of Arizona.
- Responsible for producing broadcast-quality video features, which includes paying attention to camera frame, lighting, and audio.
- Produce scripts based on interviews and investigative work to illustrate the full scope of the story for broadcast communication.
- Recorded standups of myself for broadcast pieces to present stories in a creative and accurate manner.
- Edit stories to prepare for broadcast, including implementing b-roll, eliminating jump cuts, audio syncing, and adding voice overs using Adobe Premiere.

InklyAi

April 2023-February 2024

Content Editor

- Edit content produced by AI technology, primarily focusing on spelling, grammar, punctuation, and redundancy.
- Collaborate with other editors to maximize workflow efficiency to ensure articles are produced, edited, and published on time.
- Brainstorm article headline topics and create AI bots to generate content geared towards client audience.
- Fact check pieces of AI generated articles that may need verification, while collaborating with Domain Experts to ensure article integrity.

Skills

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe InDesign

Video Editing

Scriptwriting

Content Creation (TikTok, Instagram)

Camera Setup and Lighting

Data Journalism and Analytics

Graphics Design

SEO

UX/UI

Software/Programming Languages

HTML5

CSS

JavaScript

Python

React

React-Native

R

Git

MySQL

WordPress

Accomplishments

FRA 2020 Scholarship Recipient

Magellan Circle 2020 Scholarship Recipient

2017

Admission to The University of Arizona Honors College

2017 / Spring

Dean's List

2016 / Fall

Dean's List

2016 Silver and Sage Award Recipient
(Renewable for 4 years)

2016 Wildcat Excellence Tuition
Scholarship Award Recipient
(Renewable for 4 years)

Certifications

Google Analytics

HubSpot Academy: Growth-Driven Design

Work Experience

Harkins Theatres

2022–2023

Systems Developer I

- Develop multiple dynamic and browser compatible UI features using HTML5, CSS, and Javascript with the React JS library.
- Primarily hired as a front-end developer, but volunteered for back-end development and training to expand my knowledge base and skills in C#.
- Spearheaded holiday “free gift” promotion implementation on Harkins store backend using C#: for every \$25 gift card purchased, customer would have a free loyalty cup automatically added to their shopping cart.
- Took point to correct features on website that did not comply with ADA standards after audit. Ensured entirety of Harkins interfaces are accessible with keyboard navigation with proper focus highlight.
- Implement multiple efficient and reusable front-end React components that can be used in a multitude of different places on both the app and website, allowing for easy access and a more streamlined development process.
- Test and debug code for various bugs, projects, and user stories on both the front-end and back-end of Harkins project code.
- Maintain branding and marketing standards throughout the company’s multiple interfaces.

Intuitive Websites

2021–2022

Front-End Engineer

- Responsibilities included developing and maintaining WordPress websites, updating content, and adding custom CSS and HTML to meet client design requirements.
- Designed, created, and launched a series of HubSpot based webpages from customer branding while working to implement ongoing customer revisions and update requests.
- Assisted in a website redesign focused on WooCommerce integrations by transferring website ordering system from bulk orders to single package orders and updating redirect links to flow seamlessly to the new product pages.
- Contributed to client website redesigns by writing custom CSS in order to create a more dynamic user experience and enhance the site UI.
- Other responsibilities included updating product spreadsheet exports and imports, store setup, customization of template pages, setting up shipping, products, and research/installation of plugins.

University of Arizona / Enrollment Marketing & Communications

2018–2021

Web Developer

- Led office website redesign and launch, programming full site using HTML, CSS, and JavaScript with the React JS library.
- Composed several low and high fidelity prototype design mockups using Adobe XD.
- Collaborated with graphic design team on creating graphics for new additions to online marketing.
- Contributed to graphic design team by using Adobe Illustrator to create vector graphics for email campaigns.
- Edited HTML to update department websites.
- Programmed emails from design mockups for email campaigns.

UX@UA

Fall 2020

UX/UI Intern

- Project leader in improving UX@UA website.
- Conducted user interviews to identify the website’s strengths and weaknesses.
- Identified patterns in user data to prioritize changes, including information architecture, and implemented a new “Learn UX” section of the website.
- Designed prototypes using Figma; designed layout and iconography.
- Collaborated virtually with the team, creating and iterating on designs, participating in weekly team meetings, and organizing monthly community events. Assisted in leading breakout room sessions and activities, and presented on internship project to a large and distributed audience.

Organizations

Theta Tau: Professional Fraternity for Engineering & Computer Science

ASUA: Associated Students of the University of Arizona

WICS: Women in Computer Science

University of Arizona Photography Club

University of Arizona Ballroom Dance Team

Hobbies & Interests

Acting

Dancing

Photography

Piano

Books I’ve Read Recently

All the Light We Cannot See by Anthony Doerr

I Am Malala by Christina Lamb and Malala Yousafzai

Atomic Habits by James Clear

A Gentleman in Moscow by Amor Towles

The Book Thief by Markus Zusak

Links

YouTube



LinkedIn

