

# Samantha Luck

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## PROFESSIONAL SUMMARY

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Full stack developer and web designer with hands-on experience building custom websites, applications, and plugins using JavaScript, React, Node.js, and Python. Owner of Digital Saints Solutions, a digital contracting agency, with a track record of delivering client-ready web projects from design through deployment and driving measurable results.

## EDUCATION

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### Daytona State College

Associate of Science.

2014

### Google Developer Launchpad

Completion Certificate.

August 2024

## EXPERIENCE

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### Web Marketing Manager and Website Administrator

2024 – 2026

St. Augustine Marina Inc.

- Drove a 65% increase in website traffic through local SEO strategy and targeted ad campaigns across social media and Google
- Produced content across blog, photography, video, and product listings, contributing to 1 million social media views in one year
- Coordinated with Yamaha digital marketing representatives to secure Co-Op advertising approval and reimbursement within co-op branding constraints
- Contract concluded due to client budget reduction

### Web Marketing, Advertising, and Brand Manager

2024 – Present

Beck's Outboard Inc.

- Rebuilt company website using PHP 8.3 to custom client specifications, improving performance and maintainability
- Developed EJO, an Evinrude-Johnson parts assistant bot, to support customer parts lookup and service inquiries
- Executed local SEO strategy alongside social media marketing campaigns to strengthen regional brand presence
- Developed and managed Google Ads campaigns using Analytics and conversion tracking, achieving a 5% average CTR

### Freelance Full Stack Developer and Digital Marketer

2023 – Present

Digital Saints Solutions (Owner)

- Founded a digital contracting agency delivering web design, development, and marketing services to clients
- Fully rebuilt 3 client websites, growing combined web presence to 44,000 monthly hits and 16 lead conversions per month
- Completed freelance AI training and data entry projects supporting model improvement initiatives

## PROJECTS

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### SEO Pulse

- Built a React.js and JavaScript plugin integrating the Google API to deliver real-time SEO analytics and performance insights

### Hatched World

- Developed a Node.js application with a custom Python tick engine for real-time game state and world simulation

### Arcade-51 <https://github.com/NeuroticDevDump>

- Built with React.js, Google DevKit, Google API, and RESTful API integrations, published on GitHub under NeuroticDevDump

## CERTIFICATIONS

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- Certificate of Excellence in SEO
- Certificate of Excellence in HTML
- Certified in C#

## SKILLS

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**Development and Technical:** JavaScript, React.js, Node.js, Python, PHP 8.3, HTML, C#, WordPress, Google API, Google DevKit, RESTful APIs, CMS Systems, Divi, Elementor

**Digital Marketing and SEO:** SEO Strategy, Local SEO, Google Ads, Google Analytics, Conversion Tracking, Social Media Marketing

**Content and Design:** Web Design, Graphic Design, Content Creation, Canva, Filmora, Video Production

**Data and AI:** AI Integration and Training, Chatbot Development, Data Analytics, Marketing Data Analysis