

# JAMES ANTHONY ESPINOZA

Graphic and Web Designer | Web Analytics

[ANTHONYESPINOZA.net](http://ANTHONYESPINOZA.net)

Based in Houston, TX.

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## QUALIFICATIONS & SKILLS

Responsive Website Design  
Front-End Development  
Web Analytics Specialist

Wordpress and Bootstrap  
Google Analytics (IQ) Certified  
Adobe Creative Suite (10+ years exp)

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## WORK EXPERIENCE

### **Web Analytics Specialist, TopSpot Internet Marketing - Houston, TX 10/2015 - Present**

Configuring and installing web analytics software such as Google Analytics including ecommerce tracking, Marchex Voice Analytics and many other tracking solutions across a wide variety of website platforms (MODX, Wordpress, Magento, etc.) using JavaScript, jQuery and Google Tag Manager. Assist in training of new hires on Analytics platforms. I perform audits to ensure tracking solutions are functioning properly, coordinate analytics installations with Account/Project Managers and the client, and analyze call and web data.

**Notes:** Google Analytics Individual Qualification 3/2016 to present.

"Top Team" Award Winner Q1 2016, Q1 2018

### **Graphic & Web Designer, Iconix Marketing - Kingwood, TX 12/2014 - 07/2015 (Contract)**

Contracted for graphic design in both web and print mediums, and web design and development in both HTML5 and Wordpress for multiple notable clients in the Houston area. Utilized skills in Creative Suite (Photoshop, Dreamweaver, InDesign, Illustrator) to accomplish goals and exceed expectations.

### **Web Designer, Directory One - Houston, TX 11/2013 - 03/2015**

Directed graphic design for Directory One and SEO friendly website design and development for multiple clients, beginning with the initial website mock-up and working through the finalized live, responsive product by using Adobe Creative Suite (Photoshop, Dreamweaver) and expert knowledge of HTML5, CSS3, Wordpress, and jQuery.

**Notes:** Headed design and development for 10 client websites in first 6 months.

### **Graphic and Web Designer, Freelance - Houston, TX - Ongoing**

My personal mission is to create and maintain high quality website design and development and SEO maintenance, as well as print media such as business cards, rack cards, flyers to a wide range of clients - big or small while providing a close level of service, day or night. Currently working with Made More Marketing with development solutions for one specific client.

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## EDUCATION & CERTIFICATIONS

**Sam Houston State University**, Huntsville, TX

BFA Advertising and Graphic Design

**Google Analytics Individual Qualification (IQ) Certification**

Google, 03/2016 - Present

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