Anthony Espinoza

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WORK EXPERIENCE

Paramount
Analytics Engineer, Pluto TV   ***Sept. 2022 – Present***
Remote, based out of Houston, TX

- Implement a wide range of streaming tracking solutions, such as Adobe Analytics, Google Analytics (Universal and GA4), Nielsen, and miscellaneous marketing pixels via tag management systems like Adobe Launch and Tealium.
- Serve as a consultant to stakeholders on existing Google Analytics and Google Tag Manager platforms.

TopSpot Internet Marketing
Senior Analytics Specialist   ***Oct. 2019 – Present***
Reporting Team Manager   ***Oct. 2021 – Present***
Web Analytics Specialist   ***Oct. 2015 – Oct. 2019***
Houston, TX

- Implement web analytics solutions (Google Analytics including eCommerce tracking, Google Optimize, Call Tracking, Form Analytics) across a wide variety of website CMS and CRM using Javascript, jQuery, PHP, and Google Tag Manager.
    - Google Analytics (GAIQ) certification from Google (2016 - Present).
    - Top 5 percentile - LinkedIn Skill Badge: Google Analytics.
    - 5 time TopSpot "Top Team" Award Winner - Q1 2016, Q1 2018, Q2 2018, Q2 2019, Q3 2019
    - TopSpot "Award of Excellence" Winner 2018
    - Three-Time TopSpot "Pinnacle Award" Winner 2019, 2020, 2021
    - [TopSpot Employee Spotlight June 2019](#)
- Perform regular audits to ensure tracking solutions are functioning properly, coordinate analytics installations with Account/Project Managers and the client, and analyze call and web data.
- Data Analysis in multiple data collection platforms and assist marketing team members with recommendations.
- Assist in hands-on and presentation style training of new hires and existing employees on Analytics platforms.
- Lead and assist in Workshop-style webinars for TopSpot's client base for Google Analytics, GA4, and other analytics platforms.
- Create custom reports for internal and client-side use via Data Visualization platforms.
- Create A/B and Multivariate tests for several websites and provide training and support for Google Optimize.
- Manage a team of 5 reporting specialists to provide high quality, accurate monthly and quarterly reporting solutions (data studio and Microsoft Excel spreadsheets) for 800+ clients every month by the 15th of each month.
- Manage API connections between various analytics platforms and reporting SQL database.

Anthony Espinoza Web Solutions
Freelance Web Developer and Web Analytics Engineer   ***Dec. 2014 - Present***

- Provide high quality web development solutions for large and small businesses using HTML, CSS, Bootstrap, JavaScript, and PHP.
  - Develop websites from the ground up, from wireframe to finished live product. All websites are built in WordPress with a custom theme.
- Provide analytics solutions for large and small businesses using JavaScript, Google Tag Manager, PHP, and jQuery.
  - Integrate CRM (Pardot, Salesforce, SharpSpring) with existing web forms to map leads.
  - Build and maintain analytics solutions from the ground up, setting up Google Analytics (Universal Analytics and GA4) and other platforms via tag management solutions such as Google Tag Manager (GTM), Ensighten, and Telium.

Directory One
Web Designer   ***Oct. 2013 - Mar. 2015***
Houston, TX
- Coordinate, design, and develop web development projects for Directory One and its large client base, from the initial website mock-up design through the finalized live product.

EDUCATION

Sam Houston State University
BFA Advertising and Graphic Design

SKILLS & INTERESTS

- Skills: Google Analytics, Google Optimize, Google Data Studio, Google Tag Manager, HTML, JavaScript, jQuery, PHP, Data Visualization, Single Page Application tracking, Enhanced eCommerce, dataLayer Development, Data Analysis, A/B Testing, Multivariate Testing, Web Design, Web Development, Adobe Creative Suite, Adobe Photoshop, Adobe Creative Suite, cPanel, WordPress, Multiple CMS - including MODX, Wordpress, Joomla, Magento, Drupal
- Interests: Houston Sports (Astros, Texans, Rockets), Anything Sam Houston State related, Anime, Video Games, Spending time with my kids