Miles King

SUMMARY

Creative, detail-oriented, problem solver with a background in web development and analytics. I am looking forward to applying my experiences deploying front and back end web applications as well as my data analytics expertise to become a strong contributor to a team I can learn and grow with.

WORK EXPERIENCE

Web Analytics Specialist at Forthea

August 2024 — June 2025

- Implement and improve upon data collection and reporting tools to maximize marketing teams' ability to develop reliable data-driven marketing strategies.
- Use JavaScript to send and fetch data to and from APIs to integrate data across platforms
- Identified and resolved a severe tracking issue that previously caused misreporting of data (up to 1000% in worst cases). This resolution allowed the team to make use of many data segments across clients that were previously not useable.
- Integrate analytics and reporting platforms such as Google Analytics, GTM, and Looker Studio with a variety of clients' websites, CRMs, and CMSs.
- Create reporting dashboards that connect data from multiple sources to make data easily understandable by internal teams and clients.

Web Analytics Specialist at OuterBox

January 2023 — August 2024

- Use analytics and data collecting tools to provide insights on user behavior and website interactions to help marketing teams and clients improve site functionality and optimize marketing effectiveness.
- Setup and Audit tracking and reporting tools to ensure accurate counting and calculation of marketing campaign progress and key performance metrics.

Full Stack Web Developer at Miles King Dev | Houston, TX

April 2022 — Present

- Create full stack web applications and static websites for different clients across small and medium size businesses.
- Deploy Customized chat bots to support clients' Discord servers

Help Desk Support Agent at Etech | Houston, TX

May 2022 — January 2023

- Maintained and optimized plant operations by using design specifications, field data, and control system data to monitor performance and make accurate decisions based on calculations from that data Built semantically structured full stack web applications

Process Engineer Intern at Natgasoline | Beaumont, TX

May 2021 — August 2021

- Maintained and optimized plant operations by using design specifications, field data, and control system data to monitor performance and make accurate decisions based on calculations from that data Built semantically structured full stack web applications

CONTACT

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SKILLS

HTML

CSS

Javascript

Node

React

SQL

JQuery

PHP

Google Analytics

Google Tag Manager

Google Looker Studio

Wordpress

OOP

Responsive Web Design

Excel

EDUCATION

Lamar University

Chemical Engineering