Miles King

SUMMARY

Creative, detail-oriented, problem solver with a background in web development and web analytics. I have considerable experience in providing high-quality marketing analytics, data, and reporting to build and refine marketing strategies. I also have experience building and deploying web applications

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.
- Integrate analytics and reporting platforms such as Google Analytics, GTM, and Looker Studio with a variety of clients' websites, CRMs, and CMSs.
- Train marketing specialists to properly understand reporting metrics and integrate marketing campaigns with reporting platforms

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.

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

Google Analytics

Google Tag Manager

Google Looker Studio

Node

Wordpress

OOP

Responsive Web Design

EDUCATION

Lamar University

Chemical Engineering

Recent Projects

MettatonEX Bot – Discord chat bot that integrates with a user's discord server to automate multiple simple tasks. Functions can be enabled to give automated responses to chat messages or slash commands, automatic notifications of posts to other sites, or server moderation.

MoreStockImages – Allows user to search a database of non-copyrighted images for use in creative or artistic projects. Allows user to download image and view information about the original image.

InfiniteCrayons Color Palette – Users can randomly generate color palettes with options to keep or refresh colors with each iteration. They can modify the generated color palettes and are given hex codes for the colors generated. Once a desired color palette is found, it can be saved to a library of preferred color palettes for later use. **Other Projects:** Small Lakes Casino Virtual Slot Machine, Los Angeles StarGazers Society APOD Web App with NASA API integration, On-demand background color changer for Partnered Twitch streamer, and many more