

James Espy

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Qualifications Profile

Enthusiastic and innovative professional with a passion for front-end development, sharp technical acumen, and hands-on experience in web design and online marketing, poised to leverage keen programming expertise in an entry-level role.

- Familiar with the entire development process from design and development to testing and deployment. Skilled in translating UX concepts into code, creating new user features, and developing responsive designs. Proficient in crafting code for various web functions, testing the functionality of applications, and tweaking the code to perfection.
- Knowledgeable in developing landing page design, designing web-based user interfaces, developing interactive prototypes and mockups, and optimizing user experiences using usability case studies, wireframes, and prototypes.
- Skilled in collaborating with designers, developers, clients, and other product stakeholders to enhance product functionality and reliability. Proven ability to work independently as well as in groups. Leverages collaborative, diverse, team-oriented environments to develop solutions and learn new skills, while confident with self-starting solo projects.
- Creative problem solver and excellent team leader with a 'can do' attitude and ability to propel projects and teams to peak results while working with minimal supervision.
- Capacity to work well under pressure, quickly learn job functions, and effectively handle a variety of tasks while remaining detail oriented. A driven developer with fast-track ability to master new tools and technologies.
- Excellent communication, interpersonal, organizational, public speaking, and problem-solving skills. Excel in fast-paced, high-growth environments with tight deadlines and shifting priorities.

Core Technologies

Languages: JavaScript, HTML, CSS, JSON, XML, MySQL
Frameworks & Libraries: React, Material-UI, Semantic UI, Bootstrap, WordPress, Genesis, Node.js, Express, JQuery
Software & Tools: Babel, MongoDB, REST, API's, Git, Adobe Creative Suite: Photoshop, InDesign, Illustrator
Other Skills: Landing Page Optimization, SEO

Professional Development

The Modern React Bootcamp (Hooks, Context, NextJS, Router) (2020)
Modern React with Redux (2020)
JavaScript: Understanding the Weird Parts (2020)
The Complete JavaScript Course (2019)
Javascript Level 1 / CSS Level 1 / HTML Level 1 - Cambridge Certification Authority (2019)
Improve Local SEO (2019)
The Complete WordPress Website Business Course (2019)
Landing Page Design & Conversion Rate Optimization (2018)
Responsive Web Design (2018)
Copywriting - The Psychology of Your Irresistible Offer (2019)
Email Marketing and Auto-responders (2019)
Introduction to Probability and Data (2018)
Exploratory Data Analysis (2017)
Getting and Cleaning Data (2017)
R Programming (2017)
Programming for Everybody, Getting Started with Python (2017)
The Data Scientist's Toolbox (2017)

Experience Highlights

Traditional Martial Arts Academy, Austin, Texas

Owner / Manager, 2004 - Present

Spearhead full spectrum business operations, including sales, marketing, research and development, brick-and-mortar / online integration, and customer service management. Provide leadership and coaching to a team of employees and student population of up to 160 people enrolled in six different programs. Oversee all aspects of curriculum development across several programs, day-to-day teaching, staff management and training, and event planning.

- Established a martial arts school and community. Grew the annual revenue from scratch to more than \$250K through applying self-taught web design and online marketing skills.
- Converted the business into an online training platform during the initial outbreak of the coronavirus pandemic. Built a virtual classroom platform with updated content and password protection and led the communication drive to convert the clientele from brick-and-mortar to distance-learning.
- Developed multiple, complex curricula for different areas of interest and developmental levels.
- Improved organization's digital footprint and expanded the client base by building and managing business websites using various programming languages and design tools.
- Increased web traffic and grew the number of followers on social media by analyzing user trends, implementing online marketing campaigns, and developing creative content, including blog posts, copywriting, and videos.
- Orchestrated and implemented online strategy for social media and email marketing, conducted extensive market research and trend analysis, and leveraged third-party CRMs for effective data management.

Wirthlin Worldwide, Provo, Utah

Quality Assurance Program Evaluator / Manager, 2000 – 2002

Responsible for hiring staff, taking disciplinary actions, monitoring costs, evaluating employee performance, complying with quality standards, and augmenting data accuracy and integrity.

- Hand-picked by management to ensure quality of data collection instruments and accuracy of applied technology.
- Streamlined departmental operations and enhanced productivity by analyzing existing systems, eliminating redundancy, and leading process improvement initiatives.
- Promoted a cooperative and harmonious environment to facilitate positive employee morale, increase efficiency, and ensure continuous performance improvement.

Additional experience as a **Programmer** with **IntelliQuest**, Austin, Texas

Education

Masters of Science in Oriental Medicine, Foundational course work and received certification in Tuina and Medical Qigong Academy of Oriental Medicine, Austin, Texas

Asian Studies, Special focus on Asian Culture & Philosophy

University of Texas at Austin, Austin, Texas