

Joshua Garza

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PROFESSIONAL SUMMARY

Business technology professional with over four years of experience improving business processes, optimizing operational workflows, and translating technical challenges into practical business solutions. Currently transitioning into Business Intelligence and Business Analytics by building on a foundation in web operations while pursuing an MBA in Business Analytics at the University of North Texas. Seeking to combine practical industry experience with graduate-level analytical training to support data-driven decision making and process improvement.

CORE SKILLS

Business Knowledge

- Requirements Gathering
- Process Improvement
- Stakeholder Communication
- Technical Documentation
- Cross-Functional Collaboration
- Business Process Analysis
- Client Consulting

Technical Knowledge

- Microsoft Excel
- SQL (Foundational)
- Tableau (Foundational)
- Power BI (Foundational)
- Google Analytics 4
- AI-Assisted Business Analysis

EDUCATION

Master of Business Administration (MBA), Business Analytics Track

Expected May 2028

University of North Texas, G. Brint Ryan College of Business — Denton, TX

- Awarded the University of North Texas Presidential Graduate Scholarship based on academic merit
- Concurrently pursuing a Graduate Academic Certificate in AI for Business

Bachelor of Applied Arts and Sciences (BAAS)

July 2026

University of North Texas — Denton, TX | Institutional GPA: 4.0

- **Concentrations:** Business Administration, Information Technology Management, and Cybersecurity
- Alpha Chi National Honor Society
- Tau Sigma National Honor Society
- UNT President's List (Fall 2025, Spring 2026)

PROFESSIONAL EXPERIENCE

Website Operations Specialist

2025 – Present

My Social Practice — Remote

- **Own operational delivery** for the agency's web production pipeline, coordinating systems, security, and cross-functional workflows across a portfolio of more than 300 client websites
- Reduced annual hosting spend by **50%**, saving approximately **\$25,000 per year**, through vendor evaluation and contract negotiations while maintaining service levels
- Embedded with marketing leadership to evaluate schema workflows, identify **process inefficiencies**, and develop an internal automation platform that standardized implementation, eliminated manual effort, and contributed to a **20% increase in organic traffic**
- Collected and **analyzed malware data** to identify recurring patterns, then developed an internal platform that automated classification and **reduced the manual effort** required to review website security issues
- Partnered with product, marketing, and design teams to **evaluate requirements** for an internal content provisioning platform, balancing user adoption, technical feasibility, and cost considerations
- Documented **standard operating procedures** for all Web Operations processes, transforming tribal knowledge into an AI-powered knowledge base

Frontend Web Developer

2023 – 2025

My Social Practice — Remote

- Managed the agency's most **complex client engagements**, evaluating **business requirements** and translating them into practical implementation plans for enterprise web projects
- Guided client decision-making by communicating implementation tradeoffs, balancing **business objectives** with **operational capacity**, and managing project scope
- Standardized web production through reusable templates and documented workflows, enabling more reliable **capacity planning** and consistent project delivery

Junior Web Developer

2022 – 2023

My Social Practice — Remote

- Built a strong foundation in **marketing agency consulting** by partnering with experienced developers, designers, and project managers across diverse client engagements
- **Promoted to Frontend Web Developer** in less than one year in recognition of technical growth, consistent delivery, and expanding client responsibilities

PROFESSIONAL DEVELOPMENT

- **Google Analytics 4 Certification** — Completed foundational training covering GA4 event tracking, reporting, and analytics concepts
- **PwC US Technology Consulting Job Simulation (Forage)** — Completed a consulting engagement simulation spanning client discovery, business requirements, product roadmap development, and executive communication
- **Deloitte Australia Data Analytics Job Simulation (Forage)** — Completed a data analytics simulation using Excel and Tableau to classify data, build interactive dashboards, and communicate business insights