

Veronica Hatala
Front-End Web Developer

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SKILLS

- Development experience in **JavaScript, React, PHP, WordPress, CSS/Sass** and **HTML**
- Design experience in both creating designs and developing components with **Figma** and **Adobe XD**
- Optimized for SEO by **improving Lighthouse scores**, monitoring SEO with **Semrush, Google Analytics**, and **Google Search Console**, and creating reports in **Google Looker Studio**
- Collaboration on **Agile** development teams and involvement in **working with clients**
- Solid **interpersonal skills** developed through experience in teaching, childcare, and customer service

EDUCATION

Bachelor of Science: Major in Computer Science, Minor in History
Saint Mary's University

2019 - 2021
Halifax, Nova Scotia

WORK EXPERIENCE

Coffee Cake Web Design, Cherry Hill NJ – Web Developer

March 2025 - Present

- Freelanced for multiple digital marketing and web development agencies
- Developed custom WordPress websites for multiple clients using PHP, Twig, JavaScript, and CSS/Sass, working closely with clients on site rebuilds and new template and feature development.
- Managed client support and maintenance tickets, providing timely solutions and maintaining high customer satisfaction.
- Designed user-centric UX wireframes and visually compelling UI designs using Figma, working through iterations with clients and responding to feedback.
- Conducted SEO audits and optimized web content and Core Web Vitals for search engines to improve organic visibility and traffic.

Resulta, Halifax NS – Software Developer

July 2021 - September 2024

- Implemented innovative front-end components and features with WordPress, JavaScript, PHP, React, and CSS/Sass, based on Adobe XD mockups, elevating website functionality and increasing user retention
- Developed backend user plugins for WordPress, streamlining the work of content writers
- Onboarded interns and new hires, teaching about internal company software, development workflow, coding standards, and guiding interns through using new programming languages
- Participated in Agile development methodology and collaborated with colleagues in code reviews to maintain high-quality code standards
- Optimized websites for SEO using Lighthouse, increasing scores to promote traffic through Google search