

## Chelsea Van Klaveren

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### Professional Summary

Junior front-end developer with a background in education and digital instruction, transitioning into tech with hands-on experience in HTML, CSS, JavaScript, and responsive design. Strong communicator with proven leadership in user-centric problem solving.

### Technical Skills

**Languages & Tools:** HTML, CSS, JavaScript, Python, GitHub, Visual Studio, React

**Frameworks & Concepts:** UI Design, Responsive Design, Debugging, Web Development, API Integration, Prompt Engineering (AI)

**Analytics Tools:** Google Analytics, SEO Tools (e.g. Google Search Console)

### Portfolio

### Freelance Experience

#### **Southern Adrenaline Coffee – SEO & Analytics Consultant**

*Fort Worth, TX | May 2025 – Present*

- Developed and implemented a local SEO strategy to improve discoverability and engagement.
- Optimized site metadata and mobile responsiveness, increasing organic traffic by 40%.
- Leveraged Google Analytics to monitor site traffic and user behavior, translating data insights into actionable strategies.
- Enhanced brand cohesion across digital platforms for better market recognition.

### Experience

#### **SheCodes – Front-End Developer (Bootcamp Participant)**

*Completion: Tentative 2025*

- Engineered 15+ responsive projects using HTML, CSS, and JavaScript.
- Applied practical problem-solving techniques to real-world scenarios.
- Built scalable components and practiced clean code principles.

### Education

**M.A. Secondary Education**, University of New Mexico – Jul 2015

**B.A. History, Minor in Sociology**, University of New Mexico – Dec 2011

**A.A. Integrated Studies**, CNM Community College – Dec 2009