

Natalia Kostka

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[GitHub](#) | [LinkedIn](#)

Intellectually curious and **determined** Junior Web Developer with experience in Search Engine Optimization, Client Success, and Project Management. Proven experience in designing responsive, SEO-optimized, and functional websites, while also solving unique challenges, and managing complex projects.

CORE COMPETENCIES

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|--------------|-------------------------|------------------------------------|
| • JavaScript | • Google Analytics | • Search Engine Optimization (SEO) |
| • HTML/CSS | • Google Search Console | • Technical Writing |
| • React | • Google Tag Manager | • Project Management |
| • Node.js | • SEMrush/AHREFs | • Client Success |
| • Express | • WordPress, Shopify | • Quality Assurance |
| • GitHub | • Figma | • Fluent in Polish |

EDUCATION

Software Engineering/Professional Development – Per Scholas/ActivateWork **(Feb 2023)**
BA in English – Professional Writing – University of Illinois at Chicago **(May 2021)**
AS in Science – Pre-Engineering – Moraine Valley Community College **(May 2018)**

CERTIFICATIONS

Advanced Google Analytics Individual Qualification – Credential ID 122715104 **(exp. Aug 2023)**
Google Tag Manager Certification - **(exp. Jul 2025)**

PROFESSIONAL EXPERIENCE

PEAKS DIGITAL MARKETING, Denver, CO

Client Success Manager & SEO Analyst **(May 2021 - Jul 2022)**

- Utilized SEO tools to compile monthly reports on site metrics, keyword rankings, & revenue
- Collaborated with design & web development teams to create web pages with SEO architecture
- Executed site audits to identify & communicate errors to SEO lead
- Quality-checked newly developed web pages on multiple browsers & devices
- Communicated with 15-30 clients on a daily or weekly basis regarding project updates
- Uploaded blogs & refreshed landing pages with new content on various CMS platforms
- Optimized Google Business Profile listings by managing reviews & uploading posts/images
- Performed ongoing keyword research to identify content opportunities
- Developed ~15 SEO content pieces per week

MILE HIGH BEHAVIORAL HEALTHCARE, Denver, CO

Development Intern **(Feb - May 2021)**

- Planned and coordinated fundraising events & auctions (fashion show, collection drives)
- Communicated with donors via email, phone, & handwritten appreciation notes
- Created Marketing/Public Relations materials – informational flyers, sponsorship packets, etc.