Brooke Scarlett Yalof

Full Stack Web Developer//brookescarlett.github.io
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PROJECTS

Bounce
An interactive music synthesizing application. Start with a preloaded "scene" or reset it and make your own.
Sound output is modified by users adding "blocks" and "balls" to the screen.
Stack: JavaScript, P5, Ruby, Rails, SQL

ChatApp
Chat app, where users join chat rooms with friends and can share their locations
Stack: SocketsIO, JavaScript, jQuery, Google API, Node.js

Rest•fulraunts
Restaurant discovery platform where users can sign in, input criteria and receive restaurant recommendations
based on their queries -- the generated information was scraped from The Infatuation. Users can also browse by
location. Once selected, users are able to make reservations on OpenTable and view the restaurant on a map.
Stack: Ruby, Rails, SQL, OpenTable API, Google API

EXPERIENCE

DigitasLBi, New York, NY
Associate Media Planner, July 2017-January 2018
Associate Media Planner Intern, June 2016-August 2016
• Devised, executed and optimized digital media plans for agency's key client American Express
• Worked with direct publishers, demand-side platforms and social media partners to create end-to-end
marketing strategies
• Communicated with clients daily regarding reporting, billing and campaign requests
• Led cross-functional team meetings

Yelp, Inc., San Francisco, CA
Marketing Intern, January-March 2017
• Assisted in creation of social media strategy, from writing and posting on a daily basis to developing
larger-scale campaigns
• Designed graphics for social media posts, to drive blog traffic
• Presented thought-starters to managers about how to take advantage of WordPress plugins to achieve better
web functionality

FEED Projects, New York, NY
Communications Intern, June-July 2015
• Helped develop a new blog for FEED, an organization that provides school meals to children around the world,
by authoring and editing original articles.
• Coordinated and assisted at photo shoots that encompassed
company values

EDUCATION

Flatiron School, New York, NY
January 2018-March 2018
15-Week Software Engineering Immersive

Northwestern University, Evanston, IL
September 2013 - June 2017
Graduated *cum laude* // GPA: 3.7/4.0
Bachelor of Science in Journalism // Segal Design Certificate in Design Innovation

Spence School, New York, NY
September 2013 - June 2017
High School Diploma

SKILLS

Programming Languages // JavaScript (ES6) • Ruby • HTML5 • CSS3 • Python • SQL • **Libraries & Frame-
works** // React • Redux • jQuery • P5 • Express • Node • Rails • **Tools & Platforms** // Git • AWS • Webpack •
Babel • JSX • **Design** // Adobe Creative Cloud • Solidworks • Dark Room & Digital Photography • 3D Printing