

Brooke Scarlett Yalof

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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 that leverages custom auth to deliver restaurant recommendations based on search queries -- the generated information is data scraped from The Infatuation. Each restaurant has a profile page, where users can 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 Intern, June 2016-August 2016 // Associate Media Planner, July 2017-January 2018

- 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 & Frameworks** // 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