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## Brooke Scarlett Yalof

Full-Stack Software Engineer

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Full-stack interactive developer with a unique combination of skills including coding, user-experience and user-interface design, and human-centered engineering; adept at project and client management, branding, and digital marketing.

### TECHNICAL PROJECTS

Juked - Github | Demo

A collaborative playlist-building application that enables users to share the role of DJ at an event. When the communal-curated lineup is finished, Spotify recommends new tracks based on listening behavior

Stack: Node, Express, Firebase, React, Redux, CSS, Spotify API

Bounce - Github | Demo

An interactive music-synthesizing application that lets users start with a preloaded "scene" generated from the database, or reset the scene and make their own. Sound output is modified by users adding "blocks" and "balls" to the screen, and these custom creations can be saved

Stack: Ruby on Rails, SQL, Javascript, P5, HTML, CSS

Restfulraunts - Github | Demo

A restaurant discovery platform, that leverages a custom auth flow to let users sign in, input criteria and receive restaurant recommendations based on queries. The generated information is data scraped from The Infatuation

Stack: Ruby on Rails, SQL, OpenTable API, Google API

### SKILLS

Programming Languages • Javascript, Ruby, Python, HTML5, CSS3 Libraries and Frameworks • React, React Native, Redux, Node.js, Express, P5, D3, Rails Databases • SQL, Firebase Graphic Design • Adobe Creative Cloud Suite, Sketch, Darkroom & Digital Photography, Solidworks, 3D Printing

### PROFESSIONAL EXPERIENCE

Flatiron School x WeWork, New York, NY

Technical Coaching Fellow | May 2018 - Present

- Deliver lectures covering various development paradigms in Ruby, Rails, Javascript, and React
- Create new curriculum and merged in changes to existing labs to solve issues
- Responsible for managing the students' experiences, including: debugging projects, organizing their daily schedule, conducting ad hoc review sessions, and mediating interpersonal conflicts
- Selected as part of a small team to launch first International Flatiron campus in London

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
- Managed all aspects of media-vendor relationships including communication, performance updates, budget management, new partner analysis and decision-making regarding additions to the media plan
- Communicated with clients daily, and led weekly meetings covering, reporting and billing
- Led cross-functional and cross-agency team meetings for American Express Music initiatives

Yelp, Inc., San Francisco, CA

Marketing Intern | January 2017 - March 2017

- Assisted in creation of social media strategy, from writing and posting on a daily basis to developing large-scale campaigns
- Designed graphics for social media posts to drive blog traffic
- Presented new WordPress plug-ins to managers to achieve better web functionality

### EDUCATION

Flatiron School, New York, NY

Software Engineering Immersive | January 2018 - May 2018

Northwestern University, Medill School of Journalism, Evanston, IL

Graduated Cum Laude | September 2013 - June 2017

Bachelor of Science in Journalism | Segal Design Certificate from McCormick School of Engineering