

María Candela Chaves

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Jr. Front-end Engineer: React.js, JavaScript, CSS, HTML, API, Git, SEO, Responsive Design

8-month workshop at SheCodes / 9 coding workshops & 9 real-life projects.



Career Switch: From Tech Recruitment & Sales to Tech Development!

I have a degree in Social Sciences and extensive experience in Marketing. I continued my studies and discovered coding. I started learning, practicing, and working in the tech world, but from the other side of the game. Now, I am excited and motivated to seek my first professional experience in this field.

Work Experience

IT Project Delivery Consultant

Lisbon, Portugal. January 2024 to now

- Development and account management of a portfolio of clients.
- Recruiting new IT consultants.
- Managing a team of consultants working with my clients portfolio.
- Bridge351's Community Manager – since Feb 2024 (from planning and scheduling to brainstorming and idea execution)
- Content Creation (Reels, posts, stories)
- SM analytics and reporting (tracking metrics, analyzing performance)

My mindset: To provide innovative and high-quality solutions to enhance my clients' business. Additionally, to continue building a brand identity that promotes trust and greater visibility, reflecting its values and goals through its daily communication.

Senior Content Reviewer

Lisbon, Portugal. April 2023 to December 2023

- Content analysis and review (user profiles, videos and text-based content) on digital platforms.

My mindset: Optimize troubleshooting processes on digital platforms and specialize in digital content creation policies.

Marketing Automation Support | Senior Customer & Partner Support

Lisbon, Portugal. January 2022 to November 2022

- Managing customer and partner demands.
- Analyzing user experience both in online and offline market.
- Giving support in the campaigns creations to achieve the best results based in Data Analysis.
- Using CRM (Dynamics 365) to manage different phases of customer experience process.
- Implementing marketing automation workflows.

My mindset: Optimize the user experience in order to achieve Marketing and Sales goals.

Marketing Specialist: Cartoon Network, Boomerang and CNNE

Buenos Aires, Argentina. January 2018 to December 2021

- Head of brand identity and promotion strategy; Responsible for planning and execution all marketing strategies and campaigns – paid & organic.
- Leader of digital marketing content creation.
- Event manager – Virtual YT events and more than 10 live massive events (+45.000 attendees).
- Influencers and celebrities manager (contracts, content strategy and production).
- Creating brand integrations strategy working together with Ad Sales and Affiliates team (B2B).
- Managing all brand stakeholders
- Conducting competitive analysis and preparing reports
- Preparing and managing brand's budget; Managing invoices on SAP.

My mindset: Project management from A to Z. Keeping brands in the top 5 of target minds. Increasing brand digital positioning. Detecting all opportunities on the market to maximize the strategy with the lowest possible investment.

Achievements: In 2021, Cartoon Network re-imagined their brand, embracing a new DNA and expanding the brand & content scope to a new target – preschool – through a new brand: Cartoonito. I was responsible for the brainstorming, planning and execution of the new brand position building.

bridge351

accenture

smartbox
GROUP
The gift you live!

WARNER
MEDIA

turner

Jr. Marketing Specialist & Trade Marketing: Cartoon Network, Boomerang & CNNE

Buenos Aires, Argentina. August 2016 to December 2017

- Coordinating the execution of marketing campaigns for Cartoon Network, Boomerang, and CNNE.
- Marketing campaigns execution, coordinating the work team flow and ensuring deadlines are met.
- Live and virtual events coordination.
- Working aligned with the Affiliate and Ad Sales teams, generating brand integrations.
- Working aligned with the Data & Insights team to assess the best strategies to achieve the Marketing Goals.

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Scheduler Logger: Boomerang LATAM Network

Buenos Aires, Argentina. June 2015 to July 2016

- Scheduling the programming grid for the LATAM Kids Network’s broadcast.

GIVENCHY
PARIS

Sales Executive

Buenos Aires, Argentina. October 2011 to February 2014

- B2C promotion and sales products.

Education

Degree in Communication Sciences specialized in Advertising

University of Buenos Aires GPA: 8 out of 10

Coding Max: React.js, JavaScript, CSS, HTML5, API, Git, SEO, Responsive Design- 2024

SheCodes

Coding Basics: Javascript, HTML5, CSS - 2023

SheCodes

Photoshop & Illustrator Course - 2021

Coderhouse

Digital Marketing Course - 2020

Coderhouse

Other Skills

- | | |
|----------------------------------|---|
| • Google Analytics Course | • Strategic Thinking |
| • Google Adwords Course | • Problem-solving |
| • CRM Dynamics 365 | • Team work and leadership |
| • SAP invoices | • Organisation |
| • PM tools <i>Monday, Notion</i> | • Detail oriented |
| • Social Listening | • Self-motivated |
| • Journalism Techniques Course | • Like to learn! (and quick learner too!) |

Languages

- | | | |
|------------------|--------------------|-----------------------|
| • Native Spanish | • Advanced English | • Advanced Portuguese |
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