

María Candela Chaves

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Frontend Developer with intensive React training and over a year of hands-on experience building real-world projects with JavaScript, HTML, CSS, and APIs. Completed an 8-month SheCodes bootcamp (9 modules, 9 projects) and currently enrolled in React – The Complete Guide 2025 (71h, Udemy).

Technical Skills

Languages & Frameworks: React.js, JavaScript, HTML5, CSS3, Git, Responsive Design, RESTful APIs

Tools & Platforms: GitHub, Visual Studio Code, Notion, Monday, Figma

Marketing & Automation: Google Analytics, Google Ads, Dynamics 365 CRM, SAP

Check out some of my **projects** here [Portfolio](#) | [GitHub](#)

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.
- Community Manager – since Feb 2024 (from planning and scheduling to brainstorming and idea execution)

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.

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



Marketing Specialist: Cartoon Network, Boomerang & 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.

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.

turner

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

React – The Complete Guide 2025: React, Hooks, Redux, React Router, Next.js – on going

Udemy | 71h

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

SheCodes | 8 months

Photoshop & Illustrator Course – 2021

Coderhouse

Digital Marketing Course – 2020

Coderhouse

Languages

- Native Spanish
- Advanced English
- Advanced Portuguese