

NICHOLAS (NICO) LOPERENA

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PROFESSIONAL SUMMARY

General Creative and passionate Web Developer with a comprehensive background in front-end and back-end development, graphic design, digital marketing, and IT infrastructure. Expertise in creating user-friendly, responsive websites and e-commerce solutions. Proven ability to enhance brand presence through innovative design and strategic digital marketing. Highly skilled in 3D modeling, network management, and technical consultation.

TECHNICAL SKILLS

- **Web Development:** HTML, CSS, JavaScript, React, Node.js, WordPress, PHP, MySQL, MongoDB, Webflow, Shopify, Figma, Framer
- **Design & 3D Tools:** Adobe Creative Suite (Photoshop, Illustrator, After Effects), Blender (3D modeling, animation, and optimization)
- **Networking & Security:** Network configuration, ethical hacking, Wireshark, Metasploit, LOIC, Router/Switch setup, Firmware flashing, Terminal operations
- **Marketing Tools:** MailChimp, Email Development (HTML, CSS), Social Media Marketing
- **Microsoft Tools:** Teams, Word, Excel, PowerPoint, Outlook
- **Additional Skills:** Project Management, Time Management, Communication, Quality Assurance

PROFESSIONAL EXPERIENCE

US Marketing Director | Designer VITO Fryfilter, Inc., Orlando, FL Jan 2024 – Present

- Spearheaded e-commerce improvements, focusing on the ShopKeep platform, enhancing user experience and sales.
- Developed and designed HTML and CSS-based email campaigns, driving engagement and conversion.
- Created a custom quiz and calculator component for the website, which seamlessly guided customers through product selection, resulting in items being added to their cart. Converted this component to Shopify Liquid code and integrated it into a new theme, making the shopping experience more engaging.
- Leveraged 3D software (Blender) to retexture and animate product models, solving technical issues with textures and creating detailed 3D videos that showcased the product in ways previously not possible.
- Increased content output by 103% and overall impressions by 37%, driving a significant uplift in brand presence and customer engagement.

Web | Graphic Designer (Internship) Villa Marketers, Remote Mar 2022 – Mar 2024

- Created a wide array of digital content, including graphics, videos, and motion graphics, tailored to the vacation rental industry.
- Played a key role in branding and marketing villas for vacation, enhancing the visual appeal and marketability of client properties.
- Collaborated with internal and external teams on website management and digital marketing strategies, successfully enhancing brand identity in a competitive market.

IT Admin | Creative Furniture Packages USA, Kissimmee, FL May 2020 – Dec 2023

- Provided expert technical consultation, addressing complex IT challenges and offering solutions that aligned with business needs.
- Designed and implemented the company's network infrastructure, ensuring minimal downtime and smooth operation.

- Gained proficiency in 3D software, optimized and printed meshes, and applied these skills in creating high-quality digital content for the company.

Pharmacy Technician Walgreens, Kissimmee, FL Mar 2018 – May 2021

- Developed expertise in quality assurance, consistently meeting stringent accuracy and efficiency standards in a high-pressure environment.
- Managed and processed thousands of prescriptions daily, demonstrating exceptional speed and attention to detail.
- Utilized Microsoft tools to manage documents, presentations, and reports, contributing to the smooth operation of the pharmacy's central processing unit.

EDUCATION

University of Central Florida Cybersecurity Program Oct 2019 – Mar 2020

- Specialized in networking, ethical hacking, and cybersecurity fundamentals.
- Built and managed multiple networks, configured routers, switches, clients, and servers, and operated systems using only the terminal.
- Gained experience with tools such as Wireshark, Metasploit, and rubber duckies, and learned about the inner workings of computers from binary to the application layer.

University of Central Florida Coding Bootcamp Apr 2019 – Aug 2019

- Gained proficiency in HTML, CSS, JavaScript, React, Tailwind, MySQL, MongoDB, and PHP.
- Completed multiple real-world projects, showcasing the ability to build full-stack applications.

Valencia College Business Certificate 2015 – 2016

- Studied marketing and business fundamentals, with an additional focus on economics.
- Completed a programming class in C, complementing the business curriculum.

REFERENCES

Everyone listed below is someone I have either worked for directly or assisted with on various projects. They can attest to my skills, work ethic, and the contributions I've made to their organizations. Feel free to reach out to them for more information about my experience and qualifications.

PROJECT SUPPORT

Calvin Chaperro
407-318-0080

LEADERSHIP

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PROJECT SUPPORT

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COLLABORATION

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COLLABORATION

Daniel Adames
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