

Jose Francisco Perez Martinez

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PROFESSIONAL EXPERIENCE

Apple, Inc., Specialist & Technical Consultant [🔗](#) 06/2024 – Present | Williamsburg, NY

- Deliver comprehensive technical support with 99/100 satisfaction rating.
- Generated \$1M in yearly sales through consultative customer interactions and technical demonstrations.
- Assisted Coordination and execution of high-profile Today at Apple sessions and Apple Camp programs for audiences of 10-150 participants.
- Develop support documentation and mentor new team members on customer service protocols.
- Collaborate with backend operations to streamline support workflows and enhance team efficiency.

eme swim, Co-Founder & Operations Director [🔗](#) 03/2024 – Present | Miami, FL

- Co-founded international swimwear e-commerce business featured at Miami Swim Week fashion shows.
- Manage end-to-end Shopify operations including bilingual customer service, marketing automation, and inventory management.
- Coordinated manufacturing transition from China to Colombia, improving quality standards and ethical sourcing practices.
- Optimize conversion funnels across social media, e-commerce, and email marketing channels.

SuperFanz (Fun Ideas, LLC.), Product Manager 05/2022 – 06/2024 | Williamsburg, NY

- Coordinated with China-based manufacturing partners through bi-weekly video meetings to discuss production and quality.
- Conducted market research and analyzed customer feedback to inform product development decisions.
- Built company website and handled UX design while coordinating between design, marketing, and engineering team members.
- Implemented collaboration tools (Notion, Trello) that improved team productivity by 60%.

Freelance, Web Developer & Consultant 12/2020 – 06/2024 | Brooklyn, NY

- Designed and developed WordPress websites for clients in construction, fine dining, and professional services.
- Implemented advanced SEO strategies improving search rankings and driving organic traffic growth.
- Cultivated long-term client relationships ensuring successful project outcomes and repeat business.

Moosic Discovery, Founder & Community Manager [🔗](#) 01/2020 – 05/2023 | Miami, FL

- Built music discovery website and recruited team through LinkedIn job posting that received 80+ applications.
- Interviewed 20 candidates and hired 10 volunteers to help with content creation and community building.
- Organized bi-weekly team meetings and coordinated tasks among team members.

- Launched platform that reached 10K visitors in first month through music curation and social media promotion.

Blank Street, Assistant General Manager [↗](#) 12/2021 – 01/2023 | Park Slope, NY

- Led team at company's busiest location, enhancing profits by 34% through waste reduction and efficiency optimization.
- Organized customer appreciation events fostering strong client relationships and positive brand perception.
- Collaborated with NYC start-up brands including OnlyNY and Supergoop for joint promotional events.

PROJECTS

AI-Powered eBook Maker, *ebookgen.app* [↗](#)

Built commercial web application generating custom PDF ebooks from user prompts. Full-stack development using Next.js 14, TypeScript, Python/Flask backend, OpenAI GPT/DALL-E APIs, AWS S3/SES, Stripe payments, and Docker deployment. Implemented real-time preview, mobile-responsive design, and automated email delivery.

EDUCATION

Florida International University, 2018 – 2022 | Miami, FL
BA Communication Arts & Business

University of Massachusetts - Amherst, 2019 – 2020 | Amherst, MA
Visiting student through National Student Exchange

SKILLS

Languages

English (Fluent), Spanish (Fluent)

Programming & Dev

HTML/CSS, Javascript, Next.js, Wordpress, Webflow, Shopify liquid

AI & Automation

OpenAI GPT/DALL-E APIs, Claude Code, Prompt Engineering

Design

Framer Motion, Adobe Photoshop, Figma, UX/UI Design

Business Tools

HubSpot, Google Analytics, Notion, Trello, Stripe, CRM Management, MailChimp, Google Workspace

INTERESTS

Playlist curation, vintage audio gear, designing spaces, headphones, vinyl, repurposing old technology, photography, film, sampling.