

Lorenzo Macias

(347) 820-2855 | lzomacias@gmail.com | <https://www.linkedin.com/in/lorenzomacias/>

Languages: English (Fluent), Spanish (Fluent)

WORK EXPERIENCE

The Lawyer James

New York, NY

Sales Development Representative

January 2022-Present

- Built and maintained relationships with B2B prospects in the corporate and real estate spaces to identify alignment between their needs and our services, ultimately resulting in hundreds of thousands of dollars in increased revenue
- Prospected and qualified outbound leads through cold calling, emailing and in person outreach
- Identified and researched potential leads using multiple industry (legal and real estate) databases
- Qualified inbound leads that entered the sales pipeline via web and email form submissions; initiated sales processes
- Managed a book of business with thousands of leads and hundreds of closed deals and accounts.
- Implemented a referral and review program that drove ~\$100,000 of dollars in new closings

Wow Payments

New York, NY

Sales and Development Intern

July 2023-September 2023

- Sold Point-of-sale payment software systems to a large portfolio of Spanish and English speaking B2B prospects resulting in 4 closed deals generating ~\$3000 of dollars in monthly recurring revenue
- Managed lead generation, qualification, nurturing, and closes for a geographic sales territory spanning 15 NYC square miles
- Prospected and qualified outbound leads through referral based marketing campaigns and direct door-to-door outreach

GAOTEK

New York, NY

Digital Marketing Intern

September 2023-December 2023

- Managed company blog; created, edited, and published inbound marketing content promoting ~20 product offerings to a variety of industries, ranging from paper manufacturing to airline industries.

Prouillac Cutlery and Divey Bags

New York, NY

Ad and Sales Strategist

March 2020- August 2020

- Created and managed social media AD campaigns that generated an additional \$2000 in monthly revenue
- Created, managed the company website; redesigned site to improve conversion rates and increase inbound sales volume

The Monster Bar

New York, NY

Bartender and Server

October 2022- August 2023

- Managed liquor sales to VIP clients
- Cultivated client relationships and positive customer experiences through top tier bottle service and interpersonal skills.

Prestige Restaurant and Catering Hall

New York, NY

Server and Barback

December 2017-March 2020

- Managed interpersonal and functional roles, building customer relations and delivering top notch service.

EDUCATION

Baruch College/CUNY/Zicklin School of Business

New York, NY

Bachelors in Digital Marketing and Computer Information Systems

Expected May 2024

Excel Seminars

2020-2022

Several SAM-Cengage excel courses covering pivot charts, pivot tables, data structuring and analysis

CERTIFICATIONS

Bloomberg Market Concepts (2023)

Hubspot Inbound Sales (2023)

Wharton School Fintech Foundations (2023)

SKILLS

Computer Applications: Excel, FacebookAds, Google Suite, Microsoft Suite, Python, Tableau, Photoshop, Lightroom

Competencies: Content Creation, Data Analysis, Digital Marketing, Inbound Marketing, Inbound Sales, Lead Generation, Outbound Sales, Pipeline Management, Photo/Video Editing, Search Engine Optimization, Website Development