Lorenzo Macias

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FULL-STACK DEVELOPER AND SALES ARCHITECT

Full-Stack Developer and Sales Architect with expertise in Data Structuring, Algorithms, and Sales Strategy, gained from 7+ years working in sales and software development. Skilled in building full-stack web applications using a variety of technologies such as JavaScript, React, HTML, Postgres-SQL, Python and Node.js, as well as driving sales growth through strategic outreach and relationship management. Adept at problem-solving, effective communication, and delivering tailored solutions to clients. Motivated by opportunities to build scalable digital solutions that enhance user experiences and drive business growth.

TECHNICAL SKILLS

Languages & Tools: Javascript | HTML | CSS | PostgreSQL | Express | Node.js | React | Git | REST APIs Github | SQL |Bloomberg Terminal | Tableau | Hubspot
Competencies: Full Stack Development | Front End Development | Back End Development | Object Oriented Programming (OOP) | Document Object Model (DOM) | AWS Cloud | Financial Advice
Additional Critical Skills: Adaptability, Problem-Solving, Data Informed Decision Making, Active Listening and Effective Communication, Customer Service, Teamwork and Collaboration, Leadership, Ownership, Relentless Curiosity and Desire to Learn,

TECHNICAL PROJECTS

Shenanigrams| **Team Lead** | March/2025 | GitHub | Link to deployed
- Managed a team of 4 developers on a new take on social media, created with the intention of inspiring more genuine relationships, invite only, community pages/group chats, group voice comms.
- Frontend built with React and styled with CSS and tailwind, backend built with PostgreSQL, server side and API requests built with express/nodejs, authentication via JWT+bcrypt, image upload via multer and chats with socket.io, backend deployed on render and frontend on netlify
- Tools: Javascript, React, CSS, HTML, PostgreSQL, APIs, Socket.io, Multer, Express, Nodejs,

BookBuddy| **Solo Developer** | March/2025 | GitHub | Link to deployed(not working)
- Solo project for demo online book store, can search login and register and search for books by name and availability. Users can check out books, return them, and see all account information
- Frontend built with React and styled with CSS and tailwind, API provided by Fullstack Academy, JWT + bcrypt for authentication
- Tools: Javascript, React, CSS, HTML, APIs, jwt+bcrypt

EXPERIENCE

Financial Advisor| Masterworks | New York, NY   July 2024 - Dec 2024
Conducted outreach via phone/email to high net worth individuals concerning investment in securitized shares of blue-chip contemporary art by artists like Monet and Picasso
- Advised wealthy and accredited(networth minus primary residence exceeding $1,000,000) investors on portfolio management and investment within the art market
- Secured 14 allocation strategies, nine closed sales, ~$150,000 in investment, and an estimated $1,000,000 in life-time value for Masterworks
- Ranked top performer in cohort of 15+ advisors and met and exceeded quotas and sales KPI's

Sales Representative| The Lawyer James | New York, NY   Jan 2022 - June 2024
- Built and maintained relationships with B2B prospects in corporate and real estate, identifying alignment between client needs and our services, resulting in upwards of $600,000 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
- Implemented a referral and review program resulting 100 new google reviews, a four and half star rating on google, increased web traffic and upwards of $300,000 in new closings

Marketing Associate| Gaotek | Remote   Sep 2023 - Dec 2023
- Managed company blog; created, edited, and published marketing content promoting ~20 product offerings for industries ranging from paper manufacturing to airlines

Sales Representative| WOW Payments | New York, NY   June 2023 - August 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

Busser and Server| Dream Beach at TAO group | New York, NY   May 2022 - Sep 2022
- Ran food and collected empty dishes
- Organized venue, from set-up to clean-up
Was consistently relied on to fetch orders, tend to tables, and deliver cocktails/checks. Helped create a high class customer experience consistently creating happy repeat customers.

Crew Member| Chipotle Mexican Grill | New York, NY | Sep 2020 - Dec 2021
- Managed interpersonal and functional roles while understaffed
- Manned the grill, received and created ~1,000 orders depending on day, operated POS system and register
- Received excellent performance and client reviews

Server and Barback| Prestige Restaurant | New York, NY | Dec 2017 - March 2020
- Set up catering hall and organized clean up
- Served a variety of guests both general population and elite higher echelon, from politicians, to business owners
- Ensured spectacular client service via liquor sales and serving pre-fixed menu options
- Often served members of the jewish community for bar mitzvahs or other gatherings

EDUCATION

Fullstack Academy Web Development Bootcamp   Mar/2025
Software Engineering Certificate
Immersive software engineering coding bootcamp focused on mastering HTML and JavaScript foundations, front- and back-end development, and databases.

Baruch College, Zicklin School of Business   May 2024
Bachelor of Science in Marketing and Computer Information Systems,
Business fundamentals: finance, strategy, accounting, operations, SAM-Cengage Excel certifications, intro to Python, C++, SQL etc...

FINRA Series 65,   June 2024
NYS Certified Financial Advisor
Rigorous exam testing investment strategies, portfolio management, laws and regulations among other concepts