

## LORENZO MACIAS

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### FULL STACK DEVELOPER | BUSINESS STRATEGIST

Resourceful full-stack developer and former certified financial advisor with 7+ years of combined experience in UI development, marketing/sales, and investment advising. Proven track record building scalable web applications using modern technologies such as JavaScript, React, Node.js, and PostgreSQL. Strong foundation in object-oriented programming, agile workflows, and the software development lifecycle. Brings deep domain knowledge of investment management, client portfolio strategy, and sales orgs—uniquely bridging UI and business acumen.

### TECHNICAL SKILLS

**Languages & Tools:** JavaScript | HTML5 | CSS | React | Angular (familiar) | Node.js | Express | PostgreSQL | SQL | Git | GitHub | REST APIs | Bitbucket | Confluence | JIRA | Bloomberg Terminal | Tableau | HubSpot | UNIX (basic)

**Competencies:** UI Development | Front-End Engineering | Full Stack Development | Object-Oriented Programming (OOP) | DOM Manipulation | Agile & Scrum | Test-Driven Development (TDD) | Continuous Integration / Continuous Deployment (CI/CD) | AWS Cloud (basic) | Financial Systems Knowledge

**Additional Critical Skills:** Analytical Problem Solving | Code Debugging | Project Ownership | Strategic Thinking | Effective Communication | Collaboration | Leadership | Customer-Focused Mindset | Relentless Curiosity | Fast Learner

### TECHNICAL PROJECTS

**CoolPeople | Full-Stack Engineer** | [GitHub](#) | [Link to deployed](#) March 2025

- Developed a civic tech app to educate NYC voters using AI-driven candidate summaries and stance analysis.
- Developed PostgreSQL database schema and optimized queries to manage user accounts, candidate content, and OpenAI-generated summaries. Developed API routes and integrated several third party API's
- Applied analytical algorithms to match user profiles with candidates, using server-side logic and keyword-based matching.
- Built a performant, responsive UI using React and styled components, applying best practices in modular component architecture and DOM optimization, mobile styling in progress
- Contributed to a modern enterprise-scale application workflow with full CI/CD integration (GitHub Actions + Netlify), automated testing, and Agile sprint cycles
- Tools: Javascript, React, CSS, HTML, PostgreSQL, APIs, Socket.io, Multer, Express, Nodejs, Python, OpenAI

**Shenanigram | Team Lead** | [GitHub](#) | [Link to deployed](#) March 2025

- Led 4-person team to build a real-time social media app with community-based messaging and image sharing.
- Designed and implemented an enterprise-grade front-end using React with reusable components and state-driven logic for chat, notifications, and community navigation, mobile styling in progress
- Designed relational database models in PostgreSQL to manage users, messages, posts, and community relationships.
- Built and tested RESTful API endpoints for user sign-up/login, community creation, and messaging functionality.
- Practiced Agile and Scrum with sprint planning, backlog grooming, and JIRA-based task tracking; implemented unit tests for key functions and UI behavior.
- Tools: Javascript, React, CSS, HTML, PostgreSQL, APIs, Socket.io, Multer, Express, Nodejs,

### EXPERIENCE

**Masterworks | Financial Advisor** | New York, NY July 2024 - Dec 2024

- 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, ~\$200,000 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

**The Lawyer James | Marketing and Sales Representative** | 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 \$2,000,000 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 and increased web traffic resulting in a 25% increase google search clicks

### EDUCATION

**Full Stack Academy Web Development Bootcamp** March 2025  
Software Engineering Certificate

**Baruch College, Zicklin School of Business** May 2024  
Bachelor of Science in Marketing and Computer Information Systems,

**FINRA Series 65** June 2024  
NYS Certified Financial Advisor

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