LORENZO MACIAS

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SOLUTIONS ENGINEER | TECH SALES

Resourceful Solutions Engineer and Client Success Manager with 4+ years of combined experience delivering SaaS implementations, supporting full sales cycles and supporting API-driven integrations. Skilled at translating complex technical workflows into business value, building trust with executives, and coordinating across product, engineering, and customer-facing teams. Strong technical fluency across SQL, React, Javascript, Python, APIs, and cloud systems. Proven success in scaling adoption, accelerating onboarding, and driving measurable impact in financial technology, SaaS, and professional services. I am most passionate when I get to combine my knack for client management and people skills with my technical expertise.

CORE SKILLS

Languages & Tools: SQL | JavaScript | Python | React | Node.js | PostgreSQL | REST APIs | SFTPs | Tableau | AWS (basic) | GitHub | JIRA | Salesforce

Competencies: Enterprise Account Management, SaaS Implementation, Payments & Financial Services, Consultative Sales, API Integrations, Client Onboarding, Strategic Planning, Executive Stakeholder Management, Cross-Functional Collaboration, Data-Driven Storytelling

EXPERIENCE

Masterworks | **Account Manager**| New York, NY   June 2024 - Dec 2025
- Managed 100+ accounts providing tailored investment consultations to business owners and accredited clients, integrating a complex alternative investment platform
- Consistently ranked as a top performer closing $200K in investment, generating over $1M in projected lifetime value at 125% of quota.
- Advised on order allocation, client onboarding, and trade lifecycle communications between front and back office.
- Acted as a mentor to new advisors, sharing best practices that improved conversion rates across the team.

The Lawyer James| **Customer Success Manager**| New York, NY   Jan 2022 - June 2024
- Managed book of business of 150+ legal accounts, managing the generation, acquisition, onboarding and maintaining of SMB relationships, resulted in 2M+ in new business 150% of quota
- Initiated and scaled a customer success review and referral program—driving 100+ Google reviews and improving SEO performance by 25%, enhancing digital engagement and lead conversion.
- Exceeded performance and sales kpi's, qualified appointments, capital raised, NPS, reviews/referrals etc…

Wow Payments| **Solutions Engineer**| 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 in monthly recurring revenue
- Prospected, demoed, and managed pipeline of ~75 SMB prospects across 15-square-mile NYC territory.
- Acted as a technical liaison, communicating needs between clients and the development team to enhance onboarding and ensure smooth API integrations

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

ENTREPENEURAL VENTURES

CoolPeople| **Founder** | GitHub | Link to deployed   March 2025
- Civic tech app with AI-generated candidate summaries and stance analysis for NYC voters.
- Created and optimized PostgreSQL schemas, API routes, cloud-integrated architecture.
- Developed a responsive React UI; implemented CI/CD (GitHub Actions + Netlify).

Shenanigram| **Team Lead** | GitHub | Link to deployed   March 2025
- Led a 4-person team to launch a real-time social media platform with messaging & community features
- Designed React UI, PostgreSQL schema, RESTful APIs; managed Agile sprints & test coverage.