

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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