LORENZO MACIAS

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SOLUTIONS ENGINEER | CUSTOMER SUCCESS

Resourceful Solutions Engineer and Customer Success Manager with 4+ years of combined experience in SMB/Commercial sales, consultative solution engineering, and software development. Proven ability to communicate complex technical concepts to technical and non-technical audiences, deliver world-class product demos, and drive customer adoption and success. Strong technical fluency across full-stack development (JavaScript, React, Node.js, PostgreSQL), API architecture, and cloud deployment. Demonstrated success in scaling SaaS adoption, building customer trust, and influencing technical sales cycles.

TECHNICAL SKILLS

Languages & Tools: JavaScript | Python | SQL | HTML5 | CSS | React | Node.js | Express | PostgreSQL | Git | GitHub | REST APIs | Tableau | AWS (basic) | JIRA | UNIX (basic) | Salesforce (familiar)

Competencies: Solution Engineering | Full Stack Development | Customer Demos & Technical Presentations | Cloud Architecture (AWS, basic) | SaaS Go-to-Market Enablement | Agile & Scrum | Business Process Mapping | API Architecture | CI/CD Pipelines | Technical Sales | SMB/Commercial Sales | CRM Workflows | Cross-Functional Collaboration | Customer-First Mindset | Fast Learner |Cyber Security Concepts (familiar with architecture & tooling best practices)

TECHNICAL PROJECTS

CoolPeople| Full-Stack Engineer | GitHub | Link to deployed   March 2025
- Built a 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.

EXPERIENCE

Masterworks | Account Manager| New York, NY   June 2024 - Dec 2024
- Managed 100+ accounts providing tailored investment consultations to business owners and accredited clients, integrating a complex alternative investment platform
- Secured 14 allocation strategies, nine closed sales, ~$200,000 in investment, and an estimated $1,000,000 in life-time value for Masterworks
- Advised on order allocation, client onboarding, and trade lifecycle communications between front and back office.
- Ranked top performer among 15+ advisors by consistently exceeding KPIs through consultative sales and product knowledge.

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
- 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 Intern | New York, NY   July 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
- Prospected, demoed, and managed pipeline of ~75 SMB prospects across 15-square-mile NYC territory.
- Acted as a technical liaison, communicating integration needs between clients and the development team to enhance onboarding.

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