

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 software 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 development and business acumen.

TECHNICAL SKILLS

Languages & Tools: JavaScript | HTML5 | CSS | React | Angular (familiar) | Node.js | Express | PostgreSQL | SQL | Git | GitHub | REST APIs | 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

- Built a civic tech app with AI-generated candidate summaries and stance analysis for NYC voters.
- Created and optimized PostgreSQL schemas, API routes, and external integrations; implementing keyword-based matching in Node.js with full CI/CD integration (GitHub Actions + Netlify), automated testing, and Agile sprint cycles
- Developed a responsive React UI with styled-components; followed Agile workflows with CI/CD (GitHub Actions + Netlify).
- 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 React UI, PostgreSQL schema, and RESTful APIs; managed Agile sprints and wrote unit tests.
- Tools: Javascript, React, CSS, HTML, PostgreSQL, APIs, Socket.io, Multer, Express, Nodejs,

EXPERIENCE

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

- Provided tailored investment consultations to high-net-worth and accredited clients, translating complex art market data into actionable portfolio strategies.
- 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

- 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
- Initiated and scaled a customer success program—driving 100+ Google reviews and improving SEO performance by 25%, enhancing digital engagement and lead conversion.

Wow Payments | Solutions Engineer Intern | New York, NY Jan 2022 - June 2024

- 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 via door to door outreach, and email/telemarketing
- 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