# 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 $1M+ 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