

# Lorenzo Macias

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## TECHNICAL SKILLS

**Languages & Tools:** Javascript | HTML | CSS | PostgreSQL | Express | Node.js | React | Git | REST APIs | Github | SQL | Bloomberg terminal | Tableau | Hubspot

**Competencies:** Full Stack Development | Front End Development | Back End Development | Object Oriented Programming (OOP) | Document Object Model (DOM) | AWS Cloud | Financial Advice

**Additional Critical Skills:** Adaptability, Problem-Solving, Data Informed Decision Making, Active Listening and Effective Communication, Customer Service, Teamwork and Collaboration, Leadership, Ownership, Relentless Curiosity and Desire to Learn,

## TECHNICAL PROJECTS

**Shenanigrams | Team Lead** | March/2025 | [GitHub](#) | [Link to deployed](#)

- Managed a team of 4 developers on a new take on social media, created with the intention of inspiring more genuine relationships, invite only, community pages/group chats, group voice comms. Somewhere in the middle ground between discord, pinterest and instagram
- Frontend built with React and styled with CSS and tailwind, backend built with PostgreSQL, server side and API requests built with express/nodejs, authentication via JWT+bcrypt, image upload via multer and chats with socket.io, backend deployed on render and frontend on netlify
- ....
- Tools: Javascript, React, CSS, HTML, PostgreSQL, APIs, Socket.io, Multer, Express, Nodejs,

**BookBuddy | Solo Developer** | March/2025 | [GitHub](#) | [Link to deployed\(not working\)](#)

- Solo project for demo online book store, can search login and register and search for books by name and availability. Users can check out books, return them and see all account information.
- Frontend built with React and styled with CSS and tailwind, API provided by Fullstack Academy, JWT + bcrypt for authentication
- ....
- Tools: Javascript, React, CSS, HTML, APIs, jwt+bcrypt

## EXPERIENCE

**Financial Advisor | Masterworks** | New York, NY ( 6 month retainer)

July/2024 - Dec 2024

Conducted outreach via phone/email to high net worth individuals concerning investment in securitized shares of blue-chip contemporary art by artists like Monet and Picasso

- Advised accredited/wealthy investors on portfolio management and investment within the art market
- Resulted in 14 allocation strategies, 9 closed sales, ~\$150,000 in investment, and an estimated \$1,000,000 in life time value for Masterworks
- Ranked top performer in cohort of advisors
- Met or exceeded quotas and sales kpis

**Sales Representative | The Lawyer James** | New York, NY (2yrs 6months part-time)

Jan/2022 - June/2024

- Built and maintained relationships with B2B prospects in corporate and real estate spaces, identifying alignment between their needs and our services, ultimately resulting in upwards of \$600,000 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 driving new web traffic and new business.

**Marketing Associate | Gaotek** | Remote ( 3 month retailer )

Sep 2023 - Dec 2023

- Managed company blog; created, edited, and published marketing content promoting ~20 product offerings for industries ranging from paper manufacturing to airlines

**Sales Representative | WOW Payments** | New York, NY (3 month retainer)

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 of dollars in monthly recurring revenue

- Managed lead generation, qualification, nurturing, and closes for a geographic sales territory spanning 15 NYC square miles
- Prospected and qualified outbound leads through referral based marketing campaigns and direct door-to-door outreach

**Bartender and Server** | The Monster Bar | New York, NY

Oct/2022 - July/2023

- Managed liquor sales to VIP clients and cultivated client relationships through bottle service and interpersonal skills.

**Crew Member** | Chipotle Mexican Grill | New York, NY |

Sep/2020 - Dec/2021

- Managed interpersonal and functional roles while understaffed
- Received excellent performance and client reviews

**Server and Barback** | Prestige Restaurant | New York, NY |

Dec/2017 - Mar/2020

- Managed interpersonal and functional roles with excellent client service
- Received excellent performance and client reviews

## EDUCATION

**Fullstack Academy Web Development Bootcamp**

Dec/2024 - Mar/2025

Software Engineering Certificate

*Immersive software engineering coding bootcamp focused on mastering HTML and JavaScript foundations, front- and back-end development, and databases.*

**Baruch College, Zicklin School of Business**

graduated May/2024

Bachelor of Science in Marketing and Computer Information Systems,

*Business fundamentals: finance, strategy, accounting, operations, SAM-Cengage Excel certifications, intro to Python, C++, SQL etc...*

**FINRA Series 65,**

passed June/2024

NYS Certified Financial Advisor

*Rigorous exam testing investment strategies, portfolio management, laws and regulations among other concepts*