

NICHOLAS LOPERENA

Senior Full-Stack Engineer with a Background in Marketing

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Senior software engineer with 7+ years building full-stack applications, with a sharp focus on integrating AI into real product workflows. Experienced across the React ecosystem (Vite, TypeScript, Next.js) and LLM-powered application development, including customer-facing agents, RAG architectures, and automated business pipelines. Brings a practical, ROI-driven perspective: systems built at previous roles continue generating measurable results long after handoff.

CORE COMPETENCIES

AI & LLM Engineering: Google Gemini API, OpenAI API, RAG Architectures, Prompt Engineering, Autonomous Agents

Frontend: React, Vite, TypeScript, Next.js, Tailwind CSS, HTML5, CSS3

Backend & Cloud: Node.js, PostgreSQL, Heroku, RESTful APIs, Serverless Functions

Tooling & DevOps: CI/CD, Cursor, GitHub Copilot, VEO 3 (Programmatic Video), Shopify API

PROFESSIONAL EXPERIENCE

Senior Full-Stack Engineer (Tech Lead) | **Forza** | Remote

January 2025 – Present

- Lead architect for two flagship digital products (ForzaBuilt.com, RuggedRed.com), owning the full technical roadmap and AI integration strategy.
- Currently developing a customer support agent via the Google Gemini API, automating Q&A directly on the client-facing website and reducing manual ticket volume.
- Built an internal product and media management portal from scratch using Vite, React, TypeScript, Tailwind CSS, PostgreSQL, and Heroku.
- Developed an AI-enhanced video production pipeline using VEO 3, cutting media asset turnaround time while maintaining professional-quality output.
- Introduced AI-assisted development protocols (Cursor, Copilot) that accelerated team velocity and reduced accumulation of technical debt.

Senior Consultant — AI Solutions & Web Development | **Independent** | Remote

September 2024 – Present

- Recommend, design, and deliver AI solutions and custom software that automate specific business workflows, reducing manual overhead and unlocking measurable operational efficiency for clients.
- Build high-performance web applications optimized for Core Web Vitals and mobile-first conversion.
- Advise on digital transformation strategy, translating business requirements into deployed, maintainable software.

Director of Digital Marketing & Software Developer | **VITO Fryfilter, Inc.**

| Orlando, FL December 2023 – September 2024

- Architected a complete e-commerce ecosystem on Shopify, producing 285% year-over-year traffic growth, a 19% sales increase, and a 37% lift in total orders.
- Built a testimonial automation system that independently aggregates and publishes user reviews — grew Google reviews from 8 to 40+ and the system continues running today.
- Designed data-segmented email marketing funnels that achieved 30% open rates across 300,000+ sends, roughly 3x the industry average.

Full-Stack Web Developer | **Villa Marketers** | Remote

March 2022 – March 2024

- Managed technical infrastructure for 15+ WordPress sites with 99%+ uptime, implementing custom PHP and React functionality.

- Executed technical SEO strategies that achieved first-page Google rankings for high-competition vacation rental keywords — content still driving organic traffic today.

IT Administrator & Developer | **Furniture Packages USA** | Kissimmee, FL

May 2020 – December 2023

- Owned the company's entire IT infrastructure while building early internal automation tools to connect inventory and marketing data.
- Served as the primary technical advisor, translating operational requirements into deployed software solutions.

EDUCATION & TRAINING

University of Central Florida | Cyber Defense Professional Certificate, 2019–2020 | Full-Stack Web Development Bootcamp, 2019

Valencia College | Business Certificate, 2015–2016