

JOEY PEREZ

Los Angeles, CA | (626) 253-3838 | joeyperez2010@gmail.com

Portfolio: <https://Joey.dotdigitize.com> | [linkedin.com/in/AGIengineer](https://www.linkedin.com/in/AGIengineer) | [Github.com/dotdigitize](https://github.com/dotdigitize)

CAREER SUMMARY

Full Stack Developer and Data Scientist with an Associate's Degree in Business Administration and actively pursuing a Bachelor's Degree in Computer Science. Experienced in Multi-modal Local Language Models (LLMs), Multi-Agent Systems, and Natural Language Processing (NLP) to develop scalable, data-driven solutions. Passionate about advancing Artificial General Intelligence (AGI) for automation and optimization in real-world applications. Seeking an entry-level Data Analyst or Data Engineer role to leverage technical expertise and hands-on experience while completing academic studies.

SKILLS & QUALIFICATIONS

UCLA Data Science Certificate	Aug 2024
Microsoft Azure Certification	<i>In-Progress</i>
CompTIA ITF+ Certification	April 2024
Google IT Support Professional Certificate	April 2024
Google Digital Marketing Certificate	Sep 2023
Microsoft 365 Certificate	<i>In-Progress</i>
Six Sigma White Belt	Oct 2023
Microsoft Career Essentials in Generative AI	Jul 2023
Google SEM & Data Analytic Specialist	Jan 2023

Tools: VS Code Studio, Android Studio, Xcode, Git, GitHub, Node.js, Anaconda, Docker, Trello, Jira, Google Drive Suite, Microsoft Office Suite, Adobe Creative Cloud (Premiere, Photoshop, Illustrator, Audition, Davinci), SEMRush, Google Analytics, Buffer, Oracle Bronto, NetSuite, Zendesk CRM, Dotdigital, Sendy

Skills Frameworks: TensorFlow, PyTorch, AI Local Language Models, AI Fine-Tuning, Stable Diffusion, Digital Marketing, Social Media Marketing, Film Editing, Post-Production

Languages: Python, R, HTML, CSS, SQL, JavaScript, PHP, React

Technologies: Node.js, TensorFlow, PyTorch, Hugging face, AI Local Language Models, AI Fine-Tuning, Stable Diffusion, Ollama, Anaconda, Docker, AWS (DynamoDB, Lambda, CloudWatch), Firebase, Azure, Ubuntu Linux Server, Virtualmin, Webmin

Certificates & LinkedIn Learning: Google Analytics Certification, Google Ads Certification, Foundations of Digital Marketing and E-commerce, Email Marketing Certification, MBA Program Certificate, Project Manager Certification, Salesforce Certified Administrator, Contracting for Creatives, Learning Video Production and Editing, Decision-Making Strategies

EDUCATION & CERTIFICATES

UCLA Data Science & Machine Learning Certificate | University of California, Los Angeles (UCLA), Los Angeles, CA — August 2024

Gained hands-on experience in statistical modeling, data management, data wrangling (cleaning and manipulation), machine learning algorithms, and programming in Python and R. Developed expertise in big data technologies, data visualization, and predictive analytics to extract actionable insights from complex datasets.

IT Support Specialist Program | NPower, Brooklyn, NY — 2024

Completed 300+ hours of hands-on IT training, including technical projects and microprojects in a cohort-learning environment. Acquired skills in technical support, troubleshooting, networking, and customer service.

Bachelor's of Computer Science | University of the People, Pasadena, CA — In-progress, Expected June 2026

Pursuing a Bachelor's Degree in Computer Science.

Associate of Business Administration | University of the People, Pasadena, CA — In-progress, Expected June 2025

Pursuing an Associates Degree in Business Administration.

Film and TV Fundamentals Certificate | NYU Tisch School of the Arts, New York, NY — March 2022 to February 2023

Acquired in-depth knowledge of the fundamentals of film and television, focusing on both technical and creative aspects. Developed skills in video production, editing, and storytelling.

Associate of Applied Science in Digital Media | East San Gabriel Valley Regional Tech College, San Gabriel, CA — 2016 – 2018

Hands-on training in digital media and video production from development to post-production.

PROFESSIONAL EXPERIENCE

Founder & A.I. Systems Engineer | Legion ASI | Jan 2023 – Present

- Led full-stack development of a dedicated Ubuntu-based AI server, integrating PHP, JavaScript, and HTML5 to create a robust platform for AGI research and deployment.
- Engineered an autonomous multi-agent, multi-chat brainstorming AI system, facilitating seamless collaborative ideation and significantly reducing operational costs by eliminating reliance on external APIs.
- Currently integrating blockchain-based memory systems and developing a crypto reward mechanism for AGI agents, aiming to enhance data integrity and incentivize intelligent, autonomous behaviors.

Founder / A.I. Systems Engineer | www.Pencraft.ai | Dec. 2023 – Dec. 2024

- Founded a start-up project: Pencraft.ai, an AI-driven educational platform, leading its development as to improve teaching and learning through the integration of artificial intelligence.
- Developed and implemented AI Tutors within Pencraft.ai, providing personalized learning experiences and academic support.
- Spearheaded the design of innovative AI tools that empower educators to craft custom lesson plans and study guides.

AI Marketing Analyst | Dot Digitize AD Agency | Jan 2012 – Oct 2023

- Resolved dynamic advertising website errors in client's CRM/CMS via web browser console software code diagnostics
- Streamlined digital AI marketing strategies, executing campaigns with monthly ad spending of between \$1000-\$20,000 on various advertising channels with up to 4-20% increase in sales
- Decreased average cost per customer acquisition by 10% with A/B testing of online campaigns
- Analyzed KPI's and metrics and achieved 75-95% overall performance objectives

MarTech Consultant | Nexgrill | Aug 2020 - Nov 2020

- Increased sales of Nexgrill and KitchenAid-branded grills by 5% for chains such as The Home Depot, Walmart, and Costco
- Developed marketing strategies and novel techniques to boost brand recognition by 10% over a 3-month period
- Streamlined the process for implementing new strategies, reducing implementation time by 40%
- Successfully altered the way brand cognizance is approached, resulting in a 20% jump in web traffic on major search engines

Marketing Project Supervisor | Karat® by Lollicup™ | Jun 2019 - Feb 2020

- Achieved a \$250k (65%) month-over-month growth in eCommerce sales
- Optimized SEO marketing stack to increase organic impressions by 40%, increase customer social engagement by 30%, reduced ROAS by 15%, and reduced customer return rate by 5%.
- Project management of business growth, segmenting over 100,000 customers, & aiding in vendor seminar

Head of MarTech | Community Studios, Non-profit 501(c)3 | Sep 2010 - Sep 2013

- Increased website patrons resulting in a 20% growth in crowdfunding contributions
- Secured over \$60,000 from corporate sponsors, private donors, and private grants

UX/UI Designer & MarTech Specialist | Datavideo US | Oct 2008 - Jul 2010

- Assisted in creating the UX/UI design for video production hardware switchers, enhancing user experience.
- Utilized data-driven marketing tactics to increase website traffic by 25% and customer engagement by 30%
- Developed and administered multiple marketing campaigns across online, website/shipping advertisement, social media marketing, and catalog publication mediums, resulting in a 15% increase in sales
- Created and edited promotional videos for live video production equipment, resulting in an increase of 10% in sales

IT Support Specialist & Digital Marketing Architect | Coldwell Banker Real Estate | Jun 2006 - Sep 2008

- Designed and implemented comprehensive network infrastructure, including Ethernet cabling, network configuration, and IP telephony setup, serving 25+ real estate agents to ensure seamless operational workflow.
- Administered and optimized 25+ agent workstations and IT systems, including troubleshooting hardware/software issues and managing printer setups, significantly reducing system downtime.
- Created digital marketing campaigns for agents achieving a 70% increase in website traffic

Artillery Fire Control Specialist | United States Marine Corps Reserves | Oct 2001 - Oct 2007

- Conducted real-time calculations for artillery fire missions, achieving a 98% accuracy rate

AFFILIATIONS: Member of the Producers Guild of America
