JOEY PEREZ

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Portfolio: Joey.dotdigitize.com | linkedin.com/in/AGIengineer | Github.com/dotdigitize

CAREER SUMMARY

Full Stack Developer with Associate degrees in Business Administration and Digital Media/Video Production, a UCLA Data Science Certificate, and currently pursuing a Bachelor's degree in Computer Science. Experienced in developing systems using local LLMs, multi-agent architectures, and NLP pipelines. Founder of an ASI research initiative focused on agentic spawning architectures, dynamic memory encoding, and emergent reasoning. Proven track record of deploying real-world AI solutions that integrate backend development, data engineering, and strategic execution. Seeking a hands-on technical apprenticeship to deepen expertise in machine learning and scalable system design—with the long-term goal of advancing AGI/ASI infrastructure and next-generation cognitive systems.

SKILLS

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

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

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

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

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

Associate of Business Administration | University of the People, Pasadena, CA — June 2025
• Gained a solid foundation in business with a focus on essential topics like statistics, management, and accounting.

Associate of Applied Science in Digital Media | East San Gabriel Valley Tech College, San Gabriel, CA — 2016 – 2018
• Hands-on training in digital media and video production from development funding to post-production.

Bachelor's of Computer Science | University of the People, Pasadena, CA — In-progress, Expected June 2026
• Pursuing a Bachelor's Degree in Computer Science.

CERTIFICATES

UCLA Data Science & Machine Learning Certificate | 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, technical projects and microprojects in a cohort-learning environment. Acquired skills in technical support, troubleshooting, networking, and customer service.

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.

EXPERIENCE

HVAC Systems Technician | DUCTZ International
Contract | Jan 2025 – Feb 2025 · 2 mos | Pasadena, California, United States
• Captured and cataloged a comprehensive image library of HVAC circuits, motors, and system components, aiding troubleshooting, predictive maintenance, and performance optimization through technical diagnostics.

Chief Operations Officer | Eleuxa Honey
Part-time | May 2024 – Dec 2024 · 8 mos | United States · On-site
• Spearheaded company mission to deliver the highest quality local raw honey while scaling retail presence from 2 to 9 locations within 3 months. Developed new product lines, secured strategic supply partnerships with local farmers, and drove consistent growth through operational excellence.

Founder & AGI Research Engineer | Legion ASI (Part-Time Research Project)
Jan 2023 – Present | Remote
• Lead independent R&D initiatives in AGI systems and multi-agent AI architectures, developing a dedicated Ubuntu-based server, autonomous brainstorming system, and researching blockchain-based AI memory solutions.

AI Marketing Analyst | Dot Digitize AD Agency
Jan 2012 – Oct 2023
• Diagnosed and resolved CRM/CMS advertising errors while managing AI-driven campaigns with budgets up to $20,000/month, achieving 4%–20% sales growth, reducing customer acquisition costs by 10%, and consistently hitting 75%–95% KPI objectives.

Marketing Assistant | Nexgrill
Aug 2020 – Nov 2020
• Increased sales of branded grills by 5% at major retailers, boosted brand recognition by 10%, cut campaign implementation times by 40%, and drove a 20% increase in web traffic through SEO and marketing optimizations.

Marketing Project Supervisor | Karat by Lollicup
Jun 2019 – Feb 2020
• Achieved $250,000 (65%) month-over-month eCommerce sales growth while enhancing SEO, increasing social engagement by 30%, reducing ROAS by 15%, and executing segmented marketing for over 100,000 customers.

Head of MarTech | Community Studios, Non-profit 501(c)(3)
Sep 2010 – Sep 2013
• Increased website patronage by 20% and secured over $60,000 in funding from corporate sponsors, private donors, and grants to support organizational growth.

UX/UI Designer & Video Tech Specialist | Datavideo US
Oct 2008 – Jul 2010
• Contributed to UX/UI hardware design, increased web traffic by 25%, managed multi-platform marketing campaigns driving a 15% sales boost, and produced promotional videos leading to a 10% product adoption increase.

IT Support Specialist & Digital Marketing Architect | Coldwell Banker Real Estate
Jun 2006 – Sep 2008
• Designed and deployed complete office network infrastructure while managing IT support for 25+ real estate agents and driving a 70% increase in website traffic through digital marketing campaigns.

Affiliations:
Member of the Producers Guild of America