



2026 hi there, let's get started!



Ned Pérez

xetnos.com

results that matter

My Name is Ned, a specialist when it comes to Product, Marketing and Tech, and a Generalist at heart.

contact@xetnos.com

INDEX



- Metrics & Impact
- Key Projects & Achievements
- Skills & Tools



- Handled marketing for eCommerce sites generating \$100K-\$200K revenue/month.
- Managed projects with 70M - 120M visits per month.
- Improved marketing engagement and conversion rates across multiple brands.
- Developed data-driven marketing strategies for high-valuation companies.

Edward Beiner



(1M USD ARR) – Marketing & Data + IT Ops

Contributions: Strategy execution,
automation, analytics, email marketing, IT
operations.

<https://edwardbeiner.com/>

Bolttech



(2B USD Valuation) – Marketing & Data

**Contributions: Research, data analysis,
marketing strategy, growth scaling.**

Featured in Reuters: Bolttech Raises \$100M

<https://bolttech.io/>

Sotheby's Motorsport



(30M USD Sales) – Marketing, PM & IT Ops

Contributions: Email marketing, digital campaigns, platform management.

Featured in DuPont Registry: Sotheby's Motorsport Hits \$1M Sale

<https://sothebysmotorsport.com/>

Farmacias Knop



(100k-200k revenue/month - 75M Visits per month) – Frontend & Product Management

Contributions: UX/UI improvements, conversion rate optimization, eCommerce management, data analytics.

<https://www.farmaciasknop.com/>

Liqui



**(100k-200k revenue/month - 200M Visits per month)
– Frontend, Tech Support & Project Management**

Contributions: UX/UI improvements, conversion rate optimization, Digital storefront optimization, tech infrastructure improvements.

<http://liqui.cl/>

Skills & Tools



MVP, Data Analysis, Excel, Figma, Marketing, Product Requirements, SQL, Roadmaps,
UI/UX, Web Design, Web Development, Strategic Thinking, Problem-Solving,
Adaptability, Communication, Team Collaboration, Leadership, Critical Thinking,
Decision-Making, Time Management, Creativity, Attention to Detail, Self-Learning.

And many more!

contact@xetnos.com

✉ Emails Sent

30.1M+

👤 Engaged Audience

162.9k

➔ Automated Flows

103

✉ Open Rate

64.7%

▲ 43.0%

👉 Click Rate

3.25%

▲ 35.18%

🗑 Unsubscribe Rate

0.16%

▼ 35.74%

An All-Encompassing Email Marketing Strategy

Creating & Managing SOMO's #1 Source of Conversions in 2024

02



2023 McLaren Artura Vision

Current Bid \$180,000

Closing On: Tuesday, September 17

BID NOW

Financing made simple.

SOMO has teamed up with the best in car financing and leasing to make your next auction or buy now purchase seamless and quick.

SOMO has teamed up with the best in car financing and leasing to make your next auction or buy now purchase seamless and quick.

PRE-QUALIFY TODAY

03



2023 Audi R8 V10 Performance Coupe RWD

Current Bid \$180,000

Closing On: Tuesday, September 17

BID NOW

04



2023 Chevrolet Corvette Stingray Coupe 1LT

Current Bid \$180,000

SOMO

Financial Services



Looking to Acquire the very Best?

SOMO

Explore the Autobahn Legends Collection



1982

Mercedes-Benz 500SL AMG 5.0



Current Bid: \$151,000

Ends: 15 nov 2025, 08:30:00 am

PLACE BID

1996

BMW M3



2023 Porsche 911 Carrera GTS

AVG RANGE: \$10,000,000

BUYER'S PREMIUM: \$10,005,000*

ILLUSTRATIVE PURCHASE PRICE: \$11,005,000

DOWN PAYMENT: \$5,502,500

LOAN AMOUNT: \$5,502,500

ILLUSTRATIVE MONTHLY PAYMENT: \$52,732 PER MONTH

CALL TO ACTION



2023 Porsche 911 Carrera GTS

AVG RANGE: \$10,000,000

BUYER'S PREMIUM: \$10,005,000*

ILLUSTRATIVE PURCHASE PRICE: \$11,005,000

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CALL TO ACTION

*Illustrative only excludes applicable taxes or duties. All financing is subject to terms and

SOMO

Auction ends in 90 minutes

2019 | Porsche 911 GT3 RS Weissach



From Submission

to Live Auction in 48 Hours

SOMO understands the need for speed and the team is pleased to offer quick-to-list services for consignors who are ready to go

Send a note to sales@thebysmotorsport.com or submit an initial vehicle below to get started, and we'll get your auctions up in no time.



You're all set!

Send us a note to thebysmotorsport.com or submit an initial vehicle below to get started, and we'll get your auctions up in no time.



2023 Porsche 911 Carrera S

BID: \$246,500

View Details

Place Bid

SOMO

DREAM MACHINES

Collection



About the

Dream Machines Collection

Lorem ipsum dolor sit amet consectetur. Eget fisis elementum adipiscing arcu. Arcu dictum cras id in viverra dolor in dictum. Adipiscing mattis varius ac volutpat facilisis mattis lacus. Orci sed porttitor elit volutpat ac massa dolor accumsan.

EXPLORE THE COLLECTION

This month selection

01

2019 Maserati MC20 Cielo PrimaSerie Limited Edition 1 of 64



Experience the 2019 Koenigsegg Regera



WATCH TOUR

BID NOW

SOMO invites you to experience the 2019 Koenigsegg Regera in detail.

Sell your car with Sotheby's | Motorspot

We have created a new benchmark for a premium market that demands more transparency and a higher level of customer service.

[Submit a Vehicle](#)

[Learn More](#)



Sell your car with Sotheby's | Motorspot

We have created a new benchmark for a premium market that demands more transparency and a higher level of customer service.

[Submit a Vehicle](#)

[Learn More](#)



Sell Now

Like to go fast?
Sell with SOMO

2023
McLaren Artura Vision
• Price \$450,000

[Buy Now](#) [Make an offer](#)

[SELL NOW →](#)

Questions? Email us at support@sothebysmotorsport.com

SOMO

About



Email Verified

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Won Auctions

1

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Become a seller

Lorem ipsum dolor sit amet consectetur enim dui neque enim id aliquet ele habitant egestas. Cras id non leo.

FREE STANDARD SHIPPING ON ALL U.S. ORDERS

Edward Beiner
OPTICAL

SUNGLASSES ▾ EYEGLASSES ▾ BRANDS ▾ SCHEDULE EYE EXAM EVENTS BOUTIQUES



OLIVER PEOPLES

Explore nothing less than the finest eyewear in the world.

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[SHOP EYEGLASSES](#)

NEW ARRIVALS

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SUNGLASSES

EYEGLASSES

 <p>CT04450 Cartier</p> <p>\$1,295.00</p>	 <p>FLIGHT-SEVEN Dita</p> <p>\$550.00</p>	 <p>Vasco Barton Perreira</p> <p>\$950.00</p>	 <p>Woody Barton Perreira</p> <p>\$445.00</p>	<p>Woodley Barton Perreira</p> <p>\$445.00</p>
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SCHEDULE EYE EXAM EVENTS BOUTIQUES



1 / 2

\$595.00
Starting at \$172/mo or 0% APR with **affirm**. See if you qualify.

[ADD TO CART](#)

ABOUT FLIGHT-SEVEN OPTICAL

Flight-Seven began as a tribute to the supersonic military aircraft of the 1970s. These jets combined aerodynamic grace with revolutionary technology to reach speeds in excess of Mach 3; the fighter pilots who commanded these jets became international icons for their daring and courageous attitude, as well as for the classic aviator's style that followed them onto the tarmac.

MEASUREMENTS	Eye 52 mm - Bridge 11 mm - Temple 145 mm
FRAME MATERIAL	Acetate Metal
LENSE COLOR	Clear
DESIGN	Aviator
FIT	Regular

[🔍 Understand Frame size →](#)



GG13130
Gucci

\$565.00



CT04090
Cartier

\$565.00

Edward Beiner
EYES FORWARD

Celebrate the
40th
ANNIVERSARY
of
Cartier
EYEWEAR




To our valued guest,
ENJOY 20% Cartier Customs
by Edward Beiner now thru 4/27 using code **BLANK**.

CODE: CUSTOMS20

*This offer cannot be combined with any other discounts.

Edward Beiner
EYES FORWARD

**CHECK OUT
OUR BEST SELLERS**



Lorem ipsum dolor sit amet consectetur. Sed urna lacinia nulla scelerisque massa. Odio nulla ut congue suscipit id euismod lacus vulputate fermentum.



**INTRODUCING
CLASH DE CARTIER**



Cartier

FOR THE FIRST TIME IN ITS EYEWEAR HISTORY, CARTIER HAS INTRODUCED THE CLASH SERIES AS AN EYEWEAR LINE

GIFT IDEAS FOR
FATHER'S DAY
SHOW YOUR DAD HOW SPECIAL HE IS.



THE TIMELESS
CLASSICS



BERNARDO-R
OLIVER PEOPLES



YVES JHM A6 250 LUNOR RMNYC 2015 ROBERT MARC NYC

BUY NOW

THE EGGY
BOLD



"The Last Frontier V" by Jacques Marie Mage emanates an astute sense of decorum and old-world opulence, celebrating the many cultural traditions of the American West. Less than 200 pieces per style were fabricated for this limited-edition collection, making these exquisitely detailed frames highly coveted.



We are honored to be amongst a selected few retailers chosen to carry this special release.



**RECEIVE
A COMPLIMENTARY
PAIR OF
PRESCRIPTION
LENSES**

WHEN PURCHASING TWO COMPLETE PAIRS

FROM
MARCH 1ST TO MARCH 31ST
IN-STORE ONLY

UPCOMING EVENTS

EXPLORE ALL



THE BUSY MOM

LE FUNCIONAL CHIC

The fashionable sunglasses to use while biking, gardening, or running errands

BUY NOW



TALON
DITA



FRERE LA OLIVER PEOPLES MARIANELA OLIVER PEOPLES BUCKLEY TOM FORD



LOOP MOM WITH LA LOOP
The Original Necklace for Eyewear

PURCHASE IN STORE

Edward Beiner
EYES FORWARD

WELCOME TO OUR NEWSLETTER

TAKE 10% OFF

ENTER "EYESFORWARD" AT CHECKOUT



OLIVER PEOPLES

The following coupon is good for 10% off any one item. It can only be used one time and on one only. It cannot be paired with any other coupon or used with multiple items in your cart.

SHOP NOW

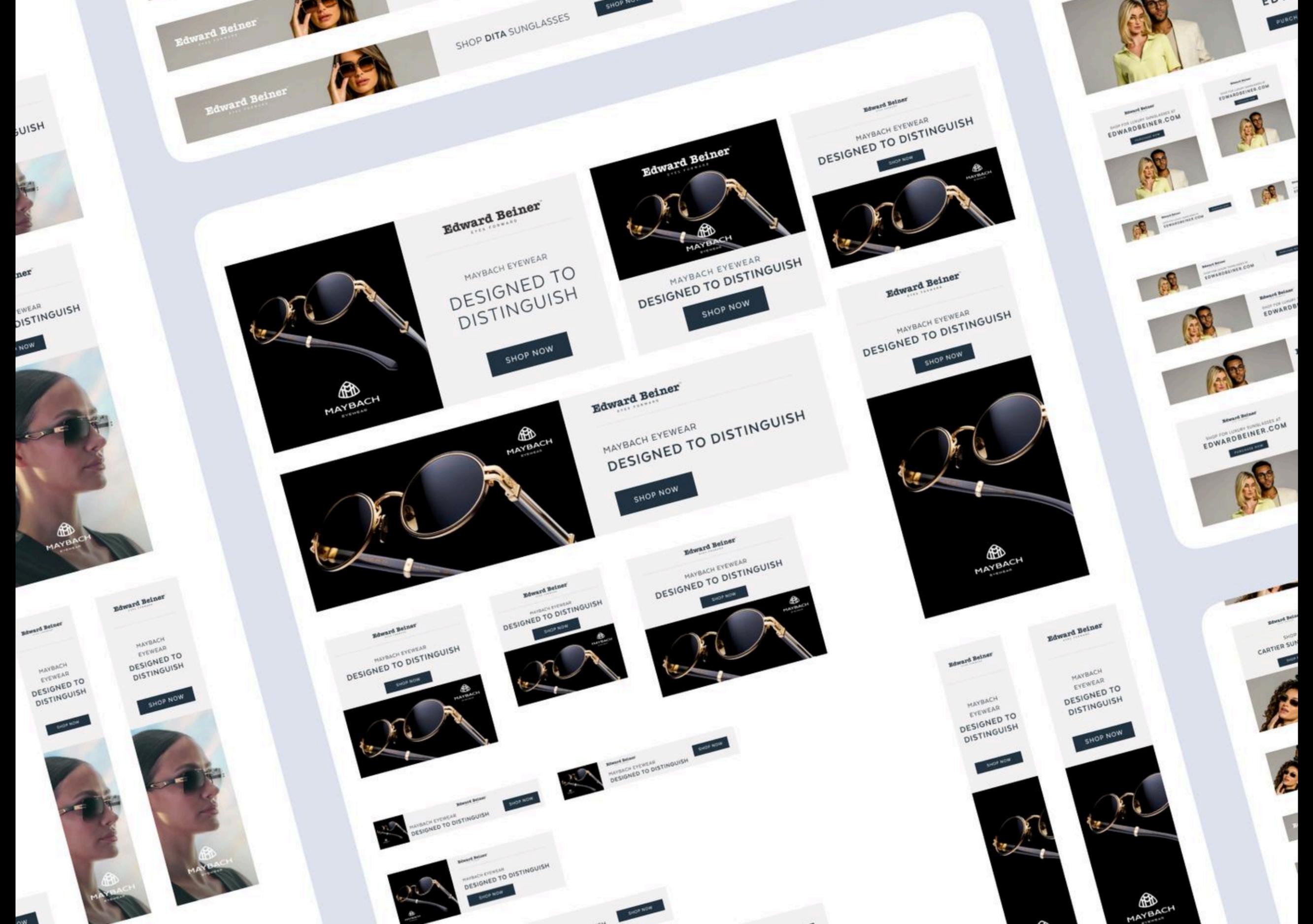
EXPLORE NOTHING LESS THAN THE FINEST EYEWEAR IN THE WORLD. [VISIT NOW](#)

TRENDING PRODUCTS

NEW ARRIVALS

BEST SELLERS





Teaching Digital Natives

Preparing Our Youth To Lead In The Age Of Digital Disruption!

Founded in 2017, Teaching Digital Natives is a non-profit educational initiative that provides technology, cybersecurity and digital literacy for kids. We were thrilled to partner with these industry experts to design and develop a virtual cyber course to bring engaging cyber hygiene and digital citizenship lessons to students at a global scale. Paktolus designed and manages the entire TDN digital initiative which today is being rolled out throughout the Florida State School System.

— CLIENT

Teaching Digital Natives

— INDUSTRY

Education

— SERVICES

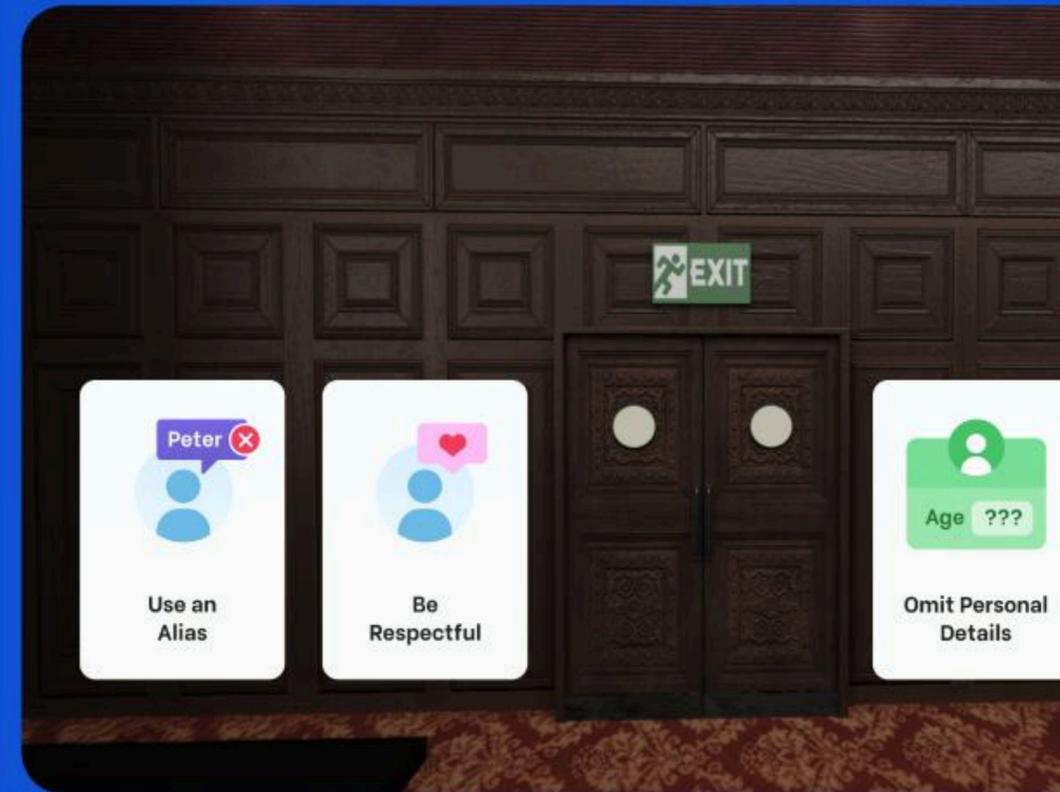
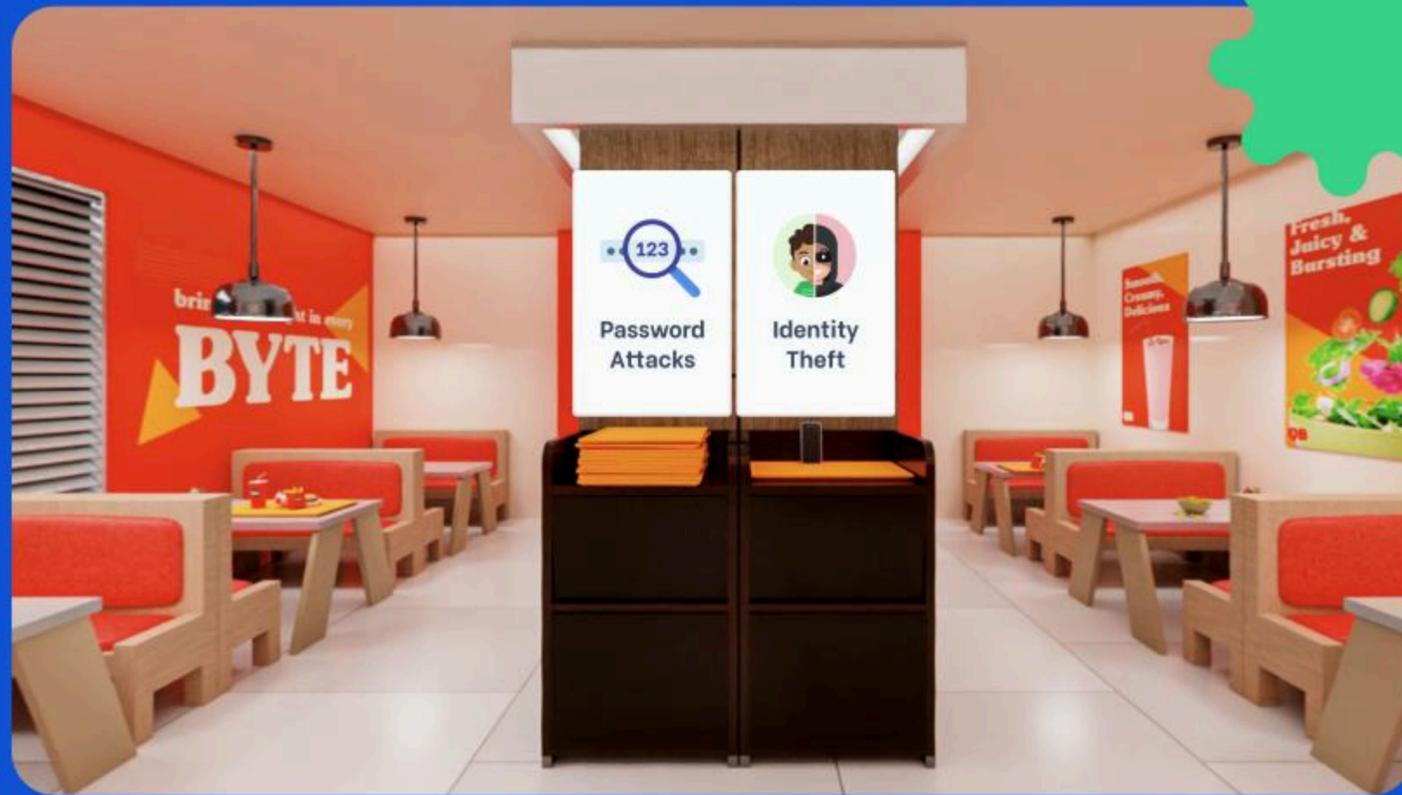
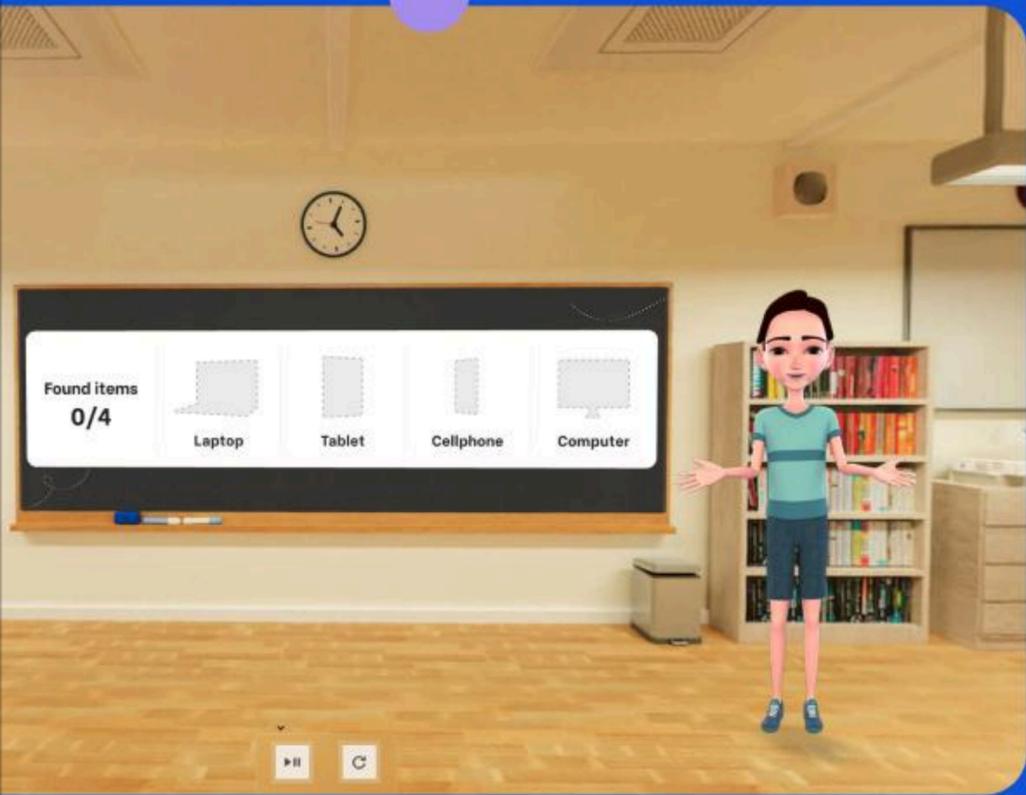
Branding

VR Experience

Enterprise Website Design

Motion Graphics







40%

of children in grades 4 to 8 have engaged with strangers online



Cybersecurity Basics and Digital Citizenship Virtual Course



Identity Theft



Proper Cyber-Hygiene



Malware Attacks



Phishing Attempts



Made for
4th-8th
Grade



20 Lessons
Avg. 5-7 minutes to complete each lesson.



Don't open emails from people you don't know



Update devices and apps



Authentication Dual/Multifactor



Don't post hurtful things online



Back up your data



Complex Passwords



Teaching Digital Natives

Welcome to the Cyber Hygiene & Digital Citizenship Course

Choose your Cyberguide



A commerce platform for the AI era

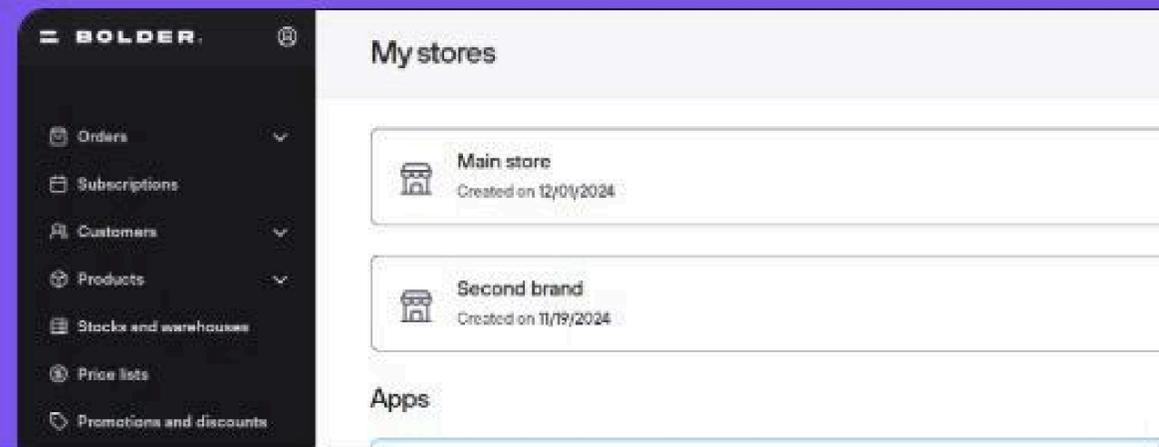
Bolder provides everything you need to build custom, AI-driven shopping experiences for any kind of product. Headless or hosted, your choice.

A delightful admin experience.

Give your operations team a UI to manage store operations, edit custom content, generate reports, and access our priority support.

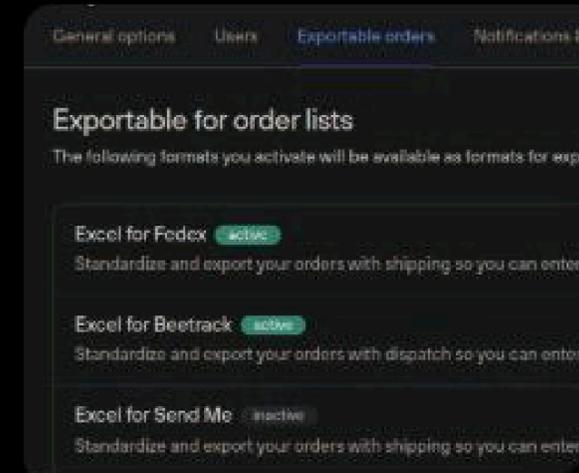
Multi-shop management

Manage multiple storefronts from a single dashboard. Perfect for brands running multiple stores across regions, brands, or business units.



Multi-format data export

Generate your own export tables in CSV or XLSX depending on what you need them for.



Single-click integrations

One click to sync with leading ERPs, accounting software, and marketing platforms.



Order management that scales

Process thousands of orders effortlessly with automated workflows, bulk actions, and real-time inventory sync across all your sales channels.

56 orders

Date	Code	State	Delivery	Total
25 Mar, 16:54	T7ED9CC	Confirmed	On hold	\$315
27 Mar, 14:14	T81783D	Pending payment		\$235