

2025 hi there, let's get started!



Ned Pérez

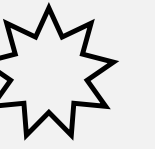
xetnos.com

results that matter

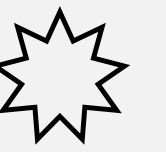
My Name is Ned, a specialist when it comes to Product, Marketing and Tech, and a Generalist at heart.

contact@xetnos.com

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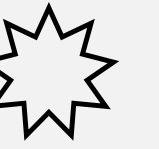


- Metrics & Impact
- Key Projects & Achievements
- Skills & Tools



- 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.

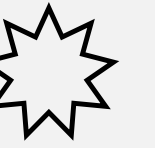
Edward Beiner



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

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

<https://edwardbeiner.com/>

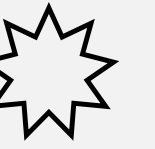


(2B USD Valuation) – Marketing & Data

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

Featured in Reuters: Bolttech Raises \$100M

Sotheby's Motorsport



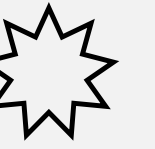
(30M USD Sales) – Marketing, PM & IT Ops

Contributions: Email marketing, digital campaigns, platform management.

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

<https://sothebysmotorsport.com/>

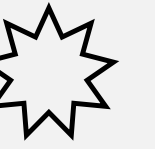
Farmacias Knop



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

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

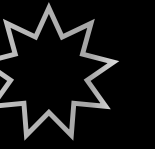
<https://www.farmaciasknop.com/>



**(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.

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

SOMO
SOTHEBY'S MOTORSPORT

paktolus

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

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SOTHEBY'S MOTORSPORT

Financial Services



Looking to Acquire the very Best?

SOMO

AUTOBHNN LEGENDS

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



SOMO

SOTHEBY'S MOTORSPORT

Auction ends in 90 minutes

2019 | Porsche 911 GT3 RS Weissach



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

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CALL TO ACTION

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

Experience the 2019 Koenigsegg Regera



WATCH TOUR

BID NOW

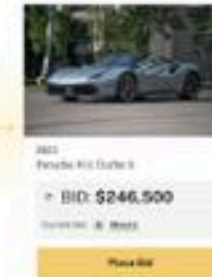
SOMO invites you to experience the 2019 Koenigsegg Regera in detail.

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@sothebysmotorsport.com or submit an initial vehicle below to get started, and we'll get your auctions up in no time.



About the

Dream Machines Collection

Lorem ipsum dolor sit amet consectetur. Eget risus 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



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.

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

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Sell

Like to go fast?
Sell with SOMO



2023
McLaren Artura Vision
• Price \$450,000

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Now

[SELL NOW →](#)

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About



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Won Auctions

1

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FREE STANDARD SHIPPING ON ALL U.S. ORDERS

Edward Beiner
EYES FORWARD

SUNGLASSES ▾ EYEGLASSES ▾ BRANDS ▾ SCHEDULE EYE EXAM EVENTS BOUTIQUES

🔍 👤 🛒 1 ☰




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SUNGLASSES EYEGLASSES




CT04450
Cartier \$1,295.00




FLIGHT-SEVEN
Dita \$550.00



Vasco
Barton Perreira \$950.00

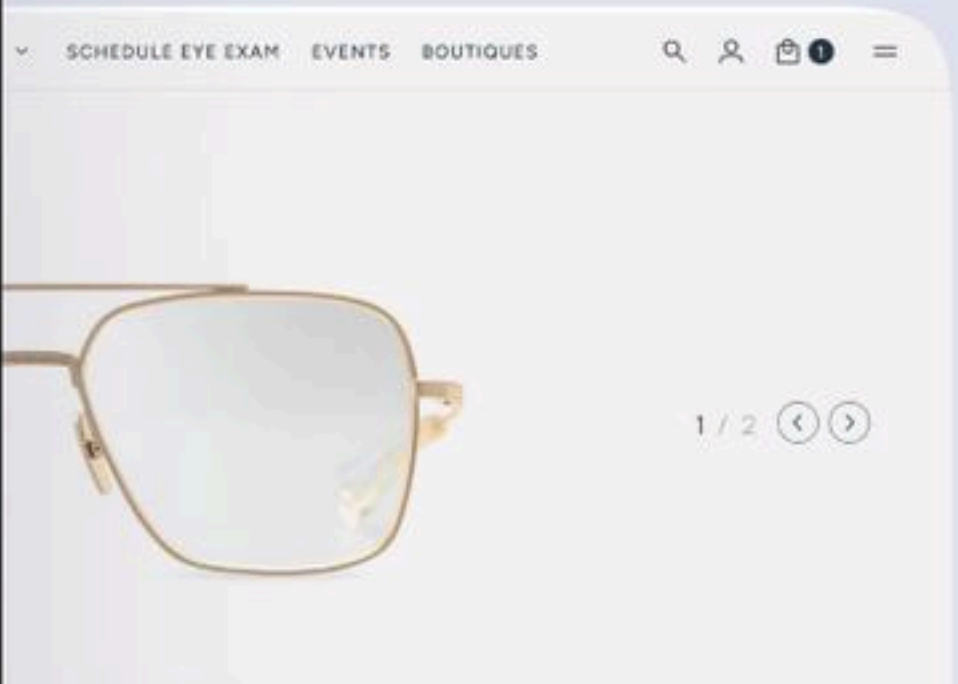


Woody
Barton Perreira \$445.00



Woody
Barton Perreira \$445.00

SCHEDULE EYE EXAM EVENTS BOUTIQUES 🔍 👤 🛒 1 ☰



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

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INTRODUCING
CLASH DE 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.

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OLIVER PEOPLES

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JMM

A6 250
LUNOR

RMNYC 2015
ROBERT MARC NYC

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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

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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

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Explore nothing but the best. The finest eyewear in the world.

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.

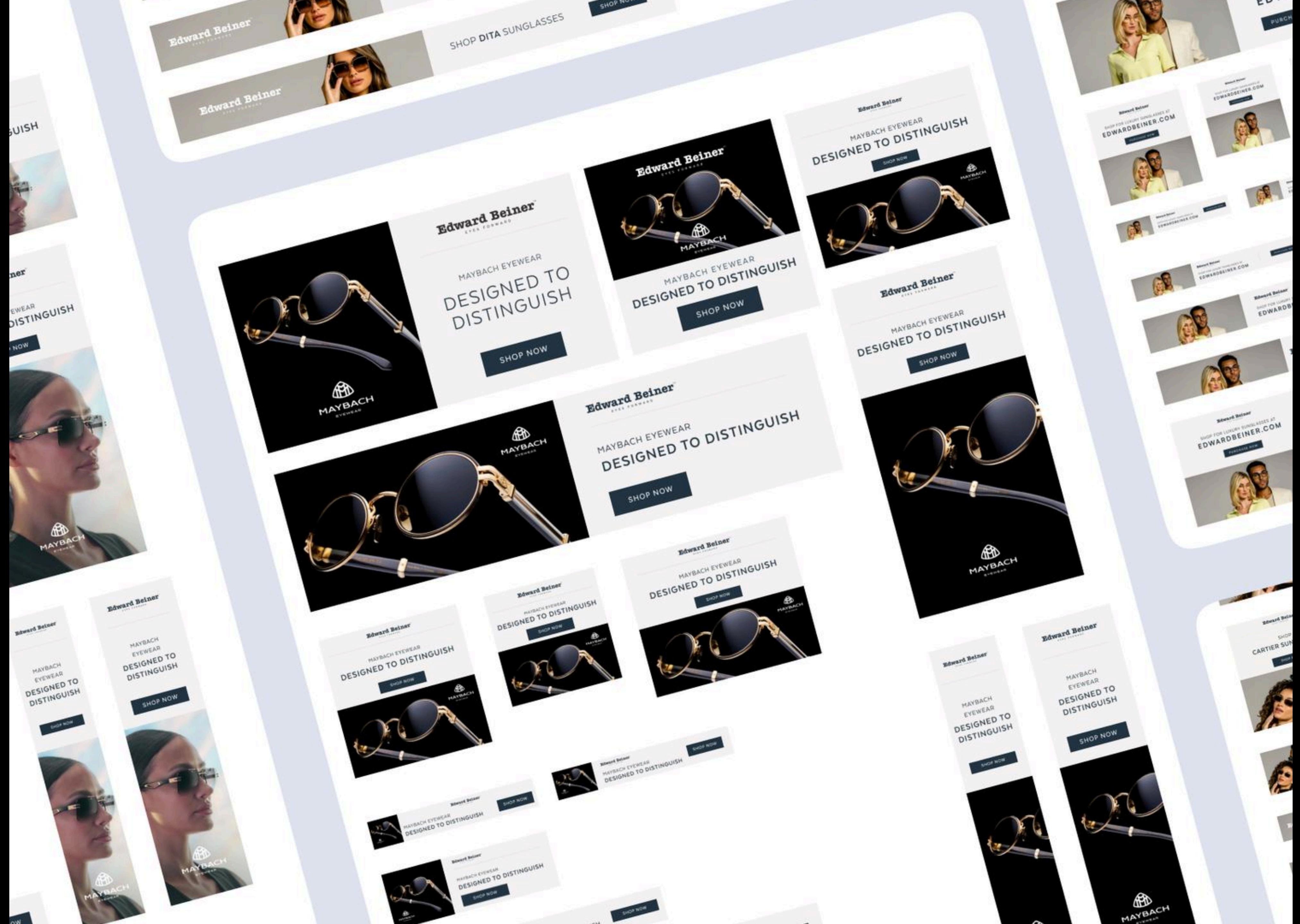
SHOP NOW

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

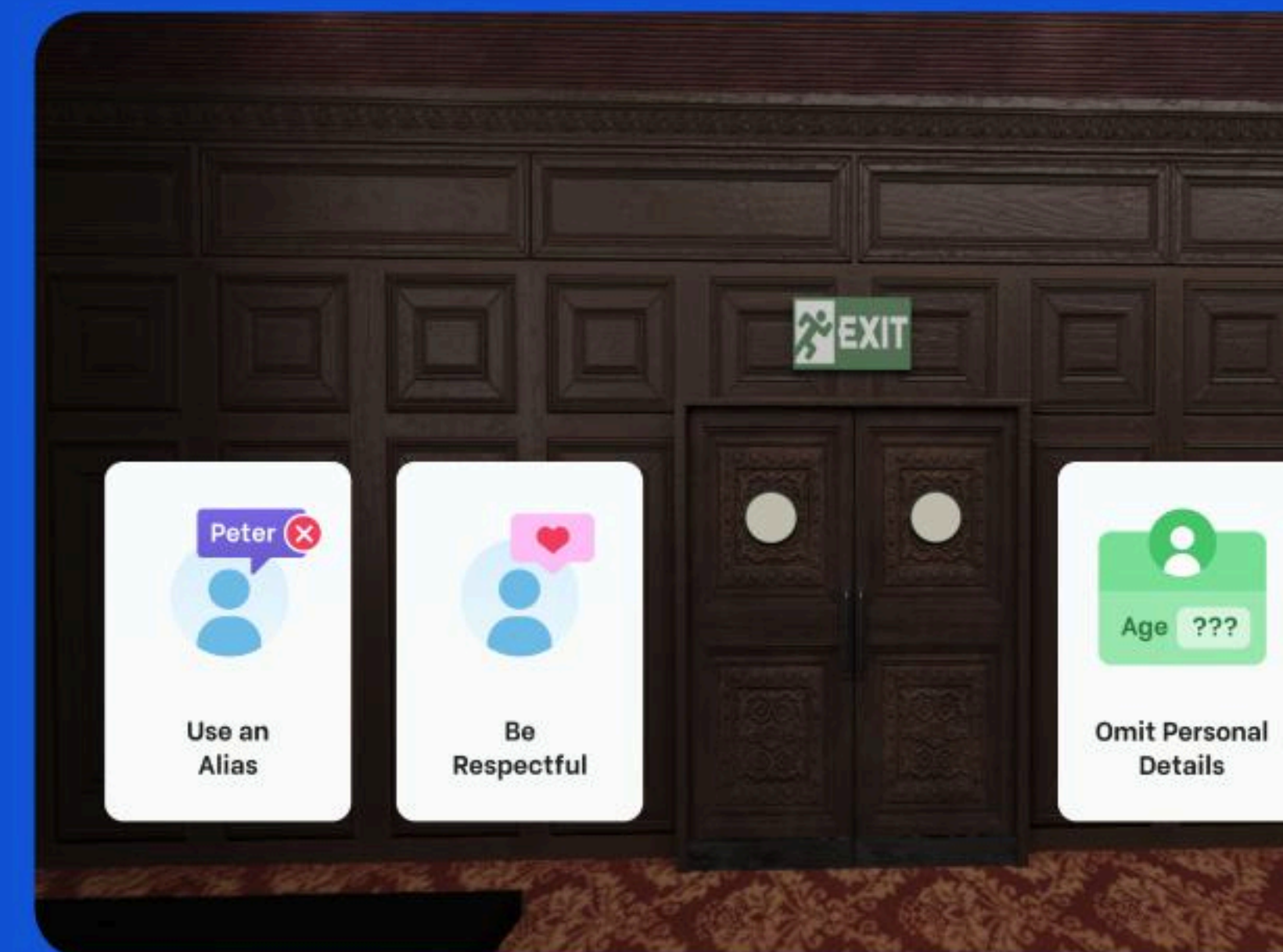
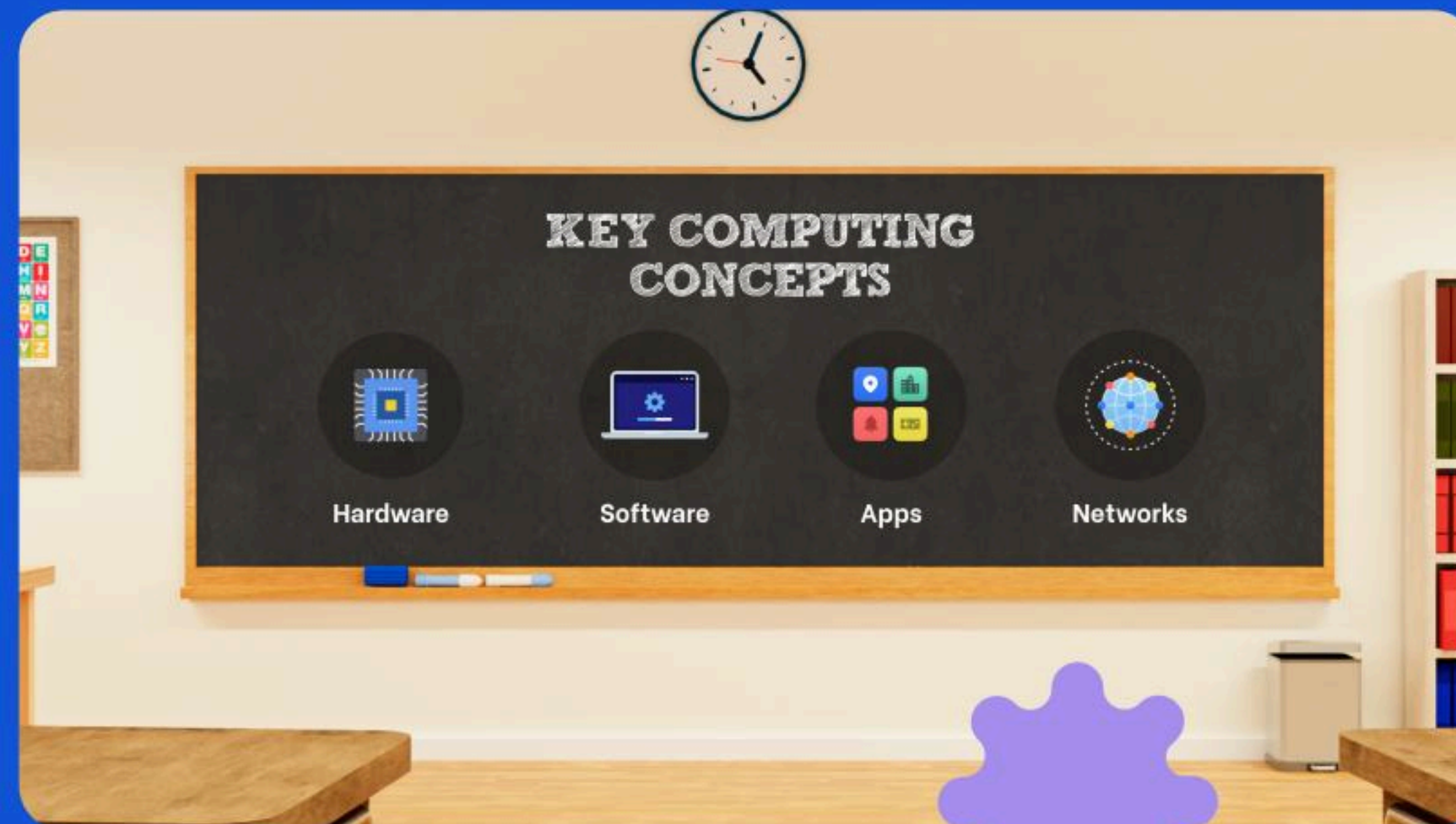
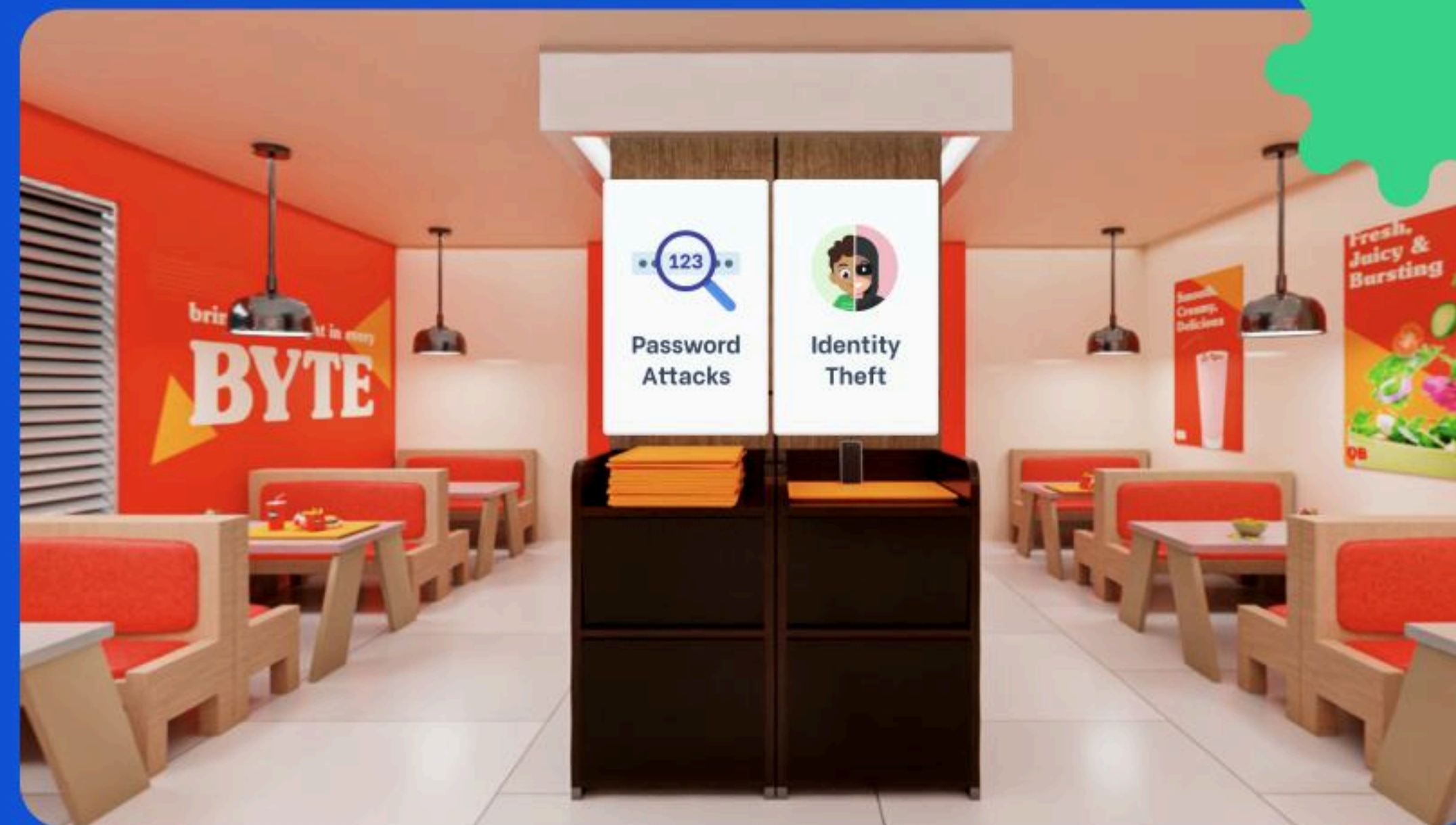
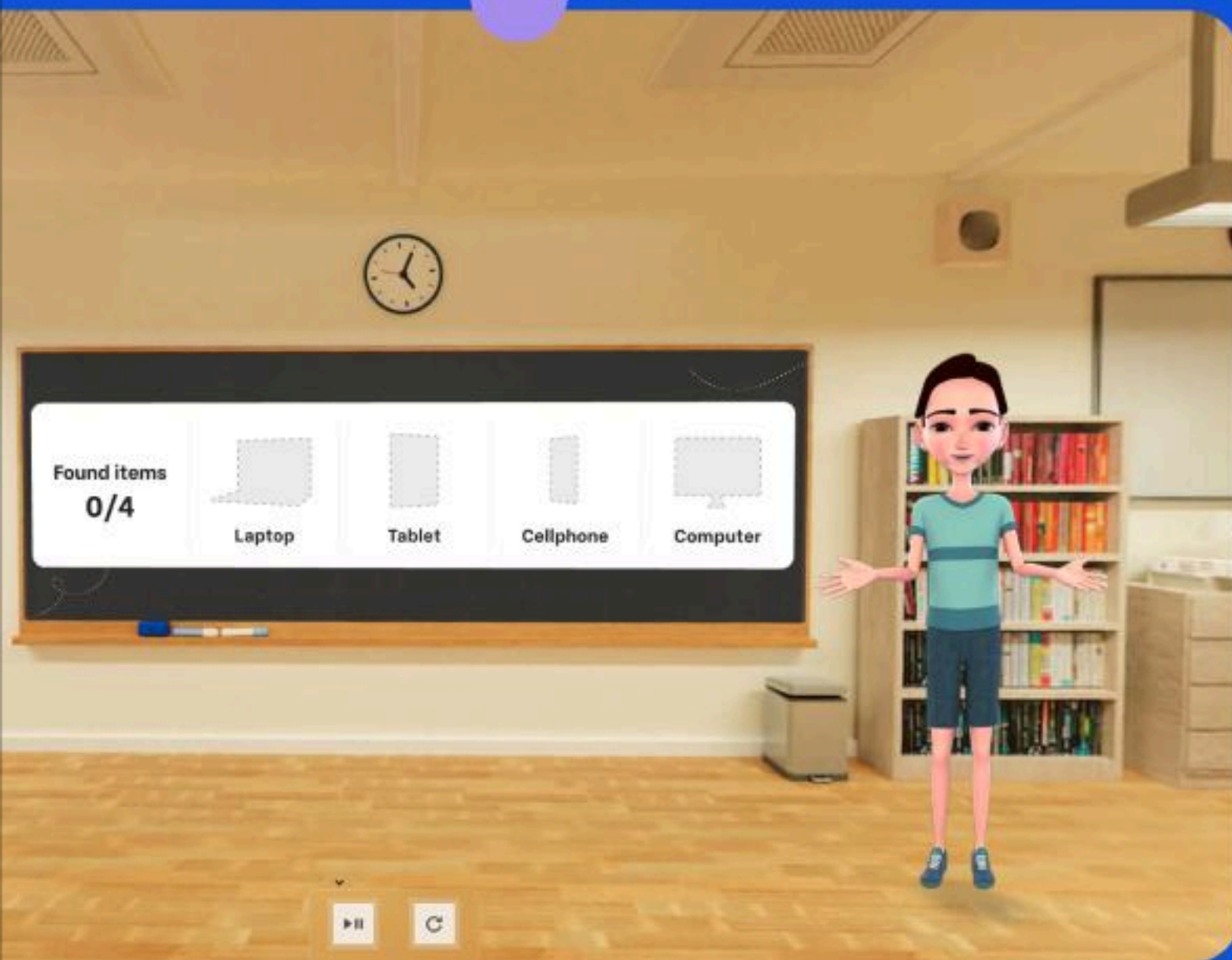
Branding

VR Experience

Enterprise Website Design

Motion Graphics







40%

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



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



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.

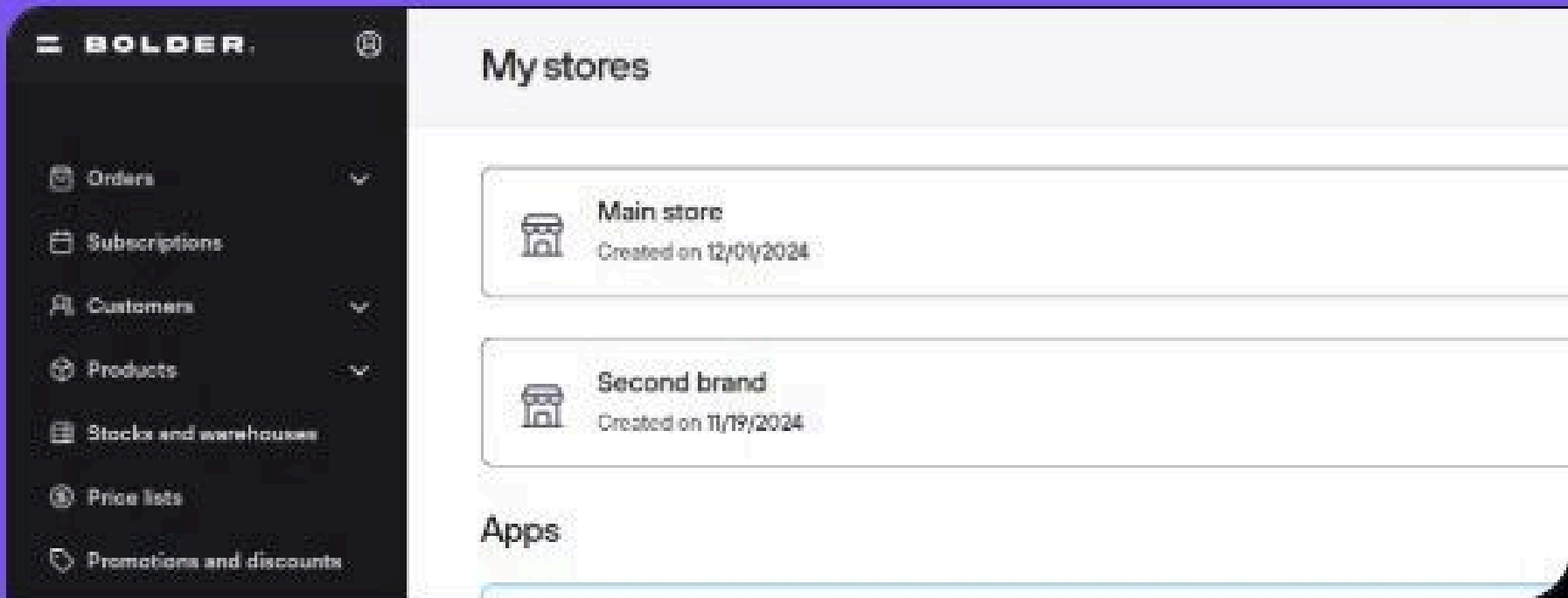
A commerce platform for the AI era

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.

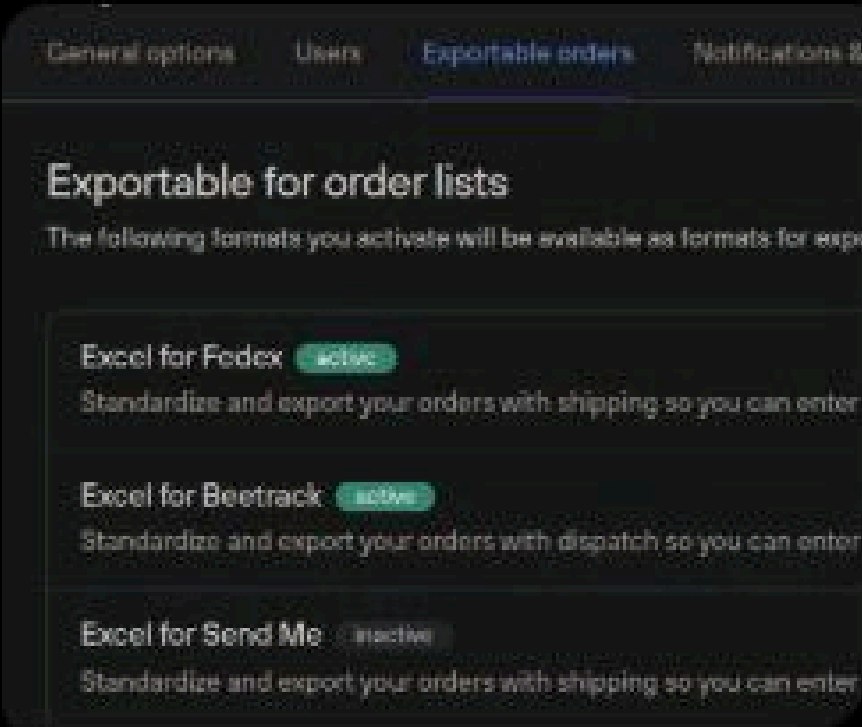
Multi-shop management

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



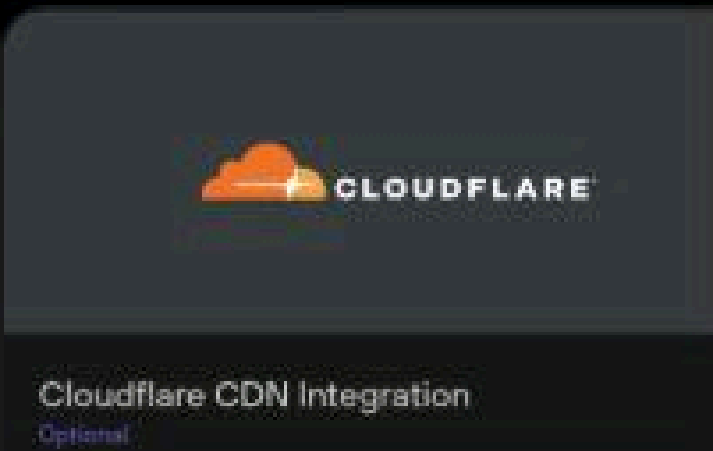
Multi-format data export

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
22 Mar, 14:14	T01783D	Pending payment		\$235