

2025 hi there, let's get started!



# Ned Pérez

**xetnos.com**

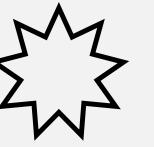
**results that matter**

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

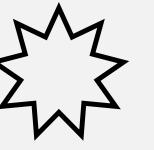
[contact@xetnos.com](mailto:contact@xetnos.com)



# INDEX

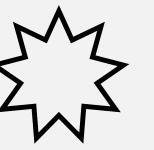


- Metrics & Impact
- Key Projects & Achievements
- Skills & Tools



- 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.

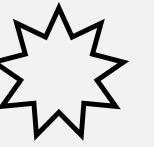
Edward Beiner



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

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

<https://edwardbeiner.com/>

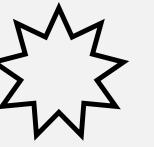


## **(2B USD Valuation) – Marketing & Data**

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

Featured in Reuters: Bolttech Raises \$100M

<https://bolttech.io/>

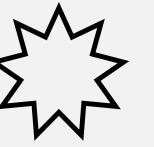


## **(30M USD Sales) – Marketing, PM & IT Ops**

Contributions: Email marketing, digital campaigns, platform management.

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

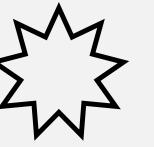
<https://sothebysmotorsport.com/>



**(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/>

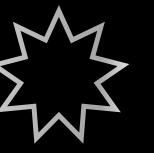


**(100k-200k revenue/month - 200M Visits per month)**  
**- Frontend, Tech Support & Project Management**

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

<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](mailto: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.

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  
SOTHEBY'S MOTORSPORT

## Financial Services

Looking to Acquire the very Best?

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  
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  
DOWN PAYMENT: \$5,502,500  
LOAN AMOUNT: \$5,502,500  
ILLUSTRATIVE MONTHLY PAYMENT: \$52,732 PER MONTH

**CALL TO ACTION**

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

SOMO  
AUTOBAHN 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

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](mailto:sales@sothebysmotorsport.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 photo of the vehicle you want to list, and our team will be in touch to get started, and we'll get your auctions up in no time.

**PLACE BID**

SOMO  
DREAM MACHINES  
Collection

2019 Maserati MC20 Cielo PrimaSerie  
Limited Edition 1 of 64

About the Dream Machines Collection

Lorem ipsum dolor sit amet consectetur. Etiam tincidunt 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.

[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



SELL NOW →

Questions? Email us at  
[support@sothebysmotorsport.com](mailto:support@sothebysmotorsport.com)

SOMO  
SOTHEBY'S MOTORSPORT

About

Email Verified Phone Verified Sent for Sot

Won Auctions

1

[View All](#)



Become a seller

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

FREE STANDARD SHIPPING ON ALL U.S. ORDERS

**Edward Beiner**  
EYES FORWARD

SUNGLASSES ▾ EYEGLASSES ▾ BRANDS ▾ SCHEDULE EYE EXAM EVENTS BOUTIQUES

SEARCH



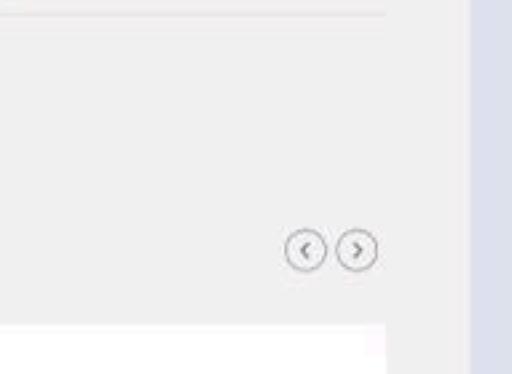
# OLIVER PEOPLES

Explore nothing less than the finest eyewear in the world.

[SHOP SUNGLASSES](#) [SHOP EYEGLASSES](#)

## NEW ARRIVALS

[View All >](#)

| SUNGLASSES  |   | EYEGLASSES  |   |
|---|---|---|---|
|   |  |  |  |
| <b>CT0445O</b><br>Cartier<br>\$1,295.00   | <b>FLIGHT-SEVEN</b><br>Dita<br>\$550.00   | <b>Vasco</b><br>Barton Perreira<br>\$950.00   | <b>Woody</b><br>Barton Perreira<br>\$445.00   |
|  |  |  |  |
| <b>Woc</b><br>Bart<br>\$565.00  | <b>GG1313O</b><br>Gucci<br>\$565.00   | <b>CT04090</b><br>Cartier<br>\$565.00   |   |

**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

**LENS COLOR** Clear

**DESIGN** Aviator

**FIT** Regular

DD: Understand Frame size →

1 / 2

\$595.00

Starting at \$172/mo or 0% APR with [affirm](#). See if you qualify.

[ADD TO CART](#)

**Edward Beiner**  
EYES FORWARD

Celebrate the  
**40<sup>th</sup>**  
**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.

**CLASSICS**

**BERNARDO-R**  
OLIVER PEOPLES

**YVES**  
JHM

**A6 250**  
LUNOR

**RMNYC 2015**  
ROBERT MARC NYC

**THE EDGY**  
**BOLD**

**BUY NOW**

LOREM IPSUM DOLOR SIT AMET CONSECTETUR. SED UMA LUCTUS NULLA SCIEREQUIT  
MISSA. OLLIO NULLA UICENQUE SUSCIPIT ID EQUAMM FOCUS VULPIMATE FERMENTUM.

**Edward Beiner**  
EYES FORWARD

**INTRODUCING**  
**CLASH DE CARTIER**

Celebrate the  
**40<sup>th</sup>**  
**ANNIVERSARY**  
of  
*Cartier*  
EYEWEAR

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

**FATHER'S DAY**

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

**THE EDGY**  
**BOLD**

**BUY NOW**

**INTRODUCING**  
**CLASH DE CARTIER**

"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 1<sup>ST</sup> TO MARCH 31<sup>ST</sup>  
IN-STORE ONLY

**UPCOMING EVENTS**

**EXPLORE ALL**

**THE BUSY MOM**  
**LE FUNCIONAL CHIC**

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

**TALON**  
DITA

**BUY NOW**

**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**

Oliver Peoples has been a favorite customer in the world.

**SHOP NOW**

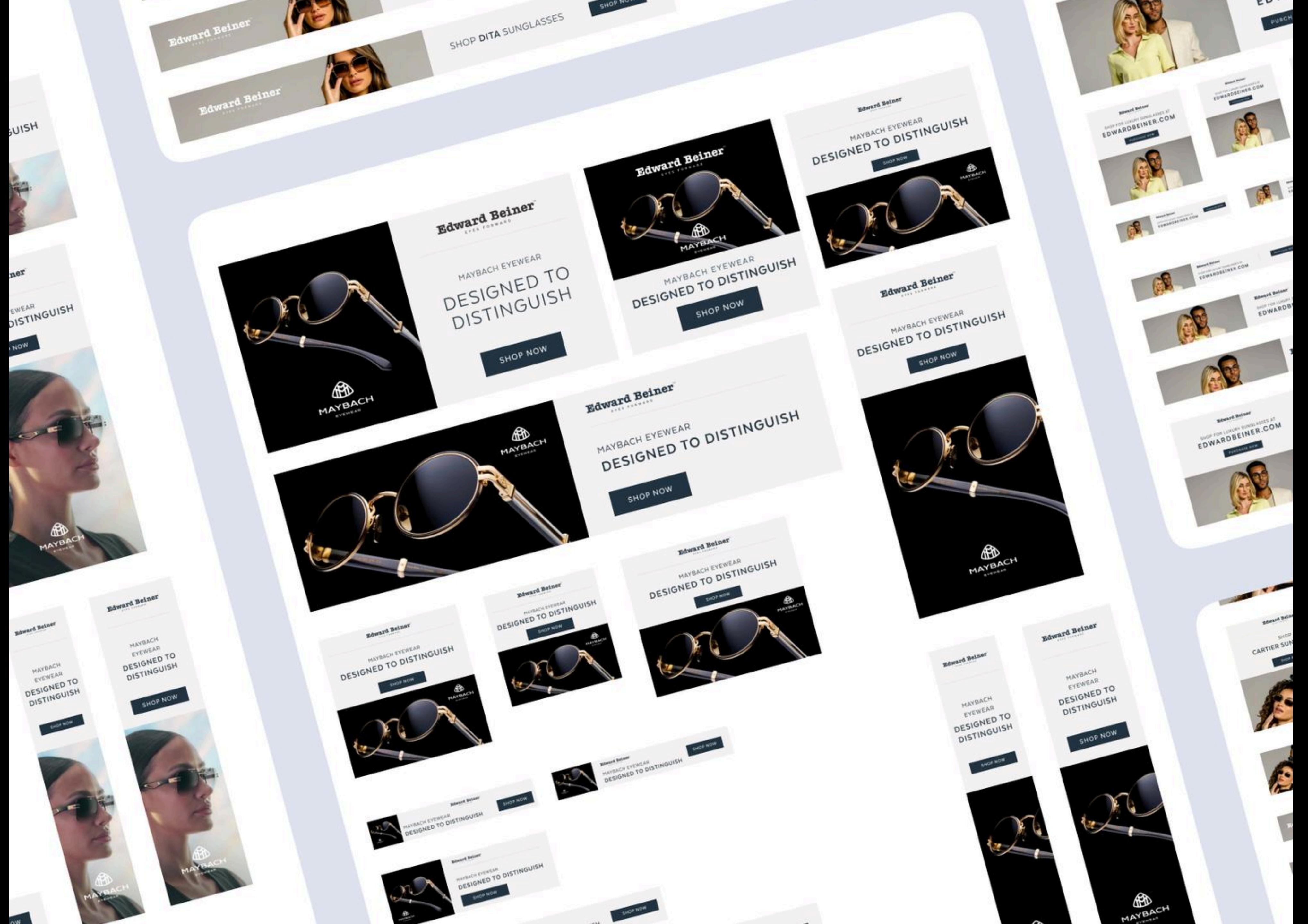
The following coupon is good for 10% off any one item. It can only be used one time and on one only. It cannot be paired with any other coupon or used with multiple items in your cart.

**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

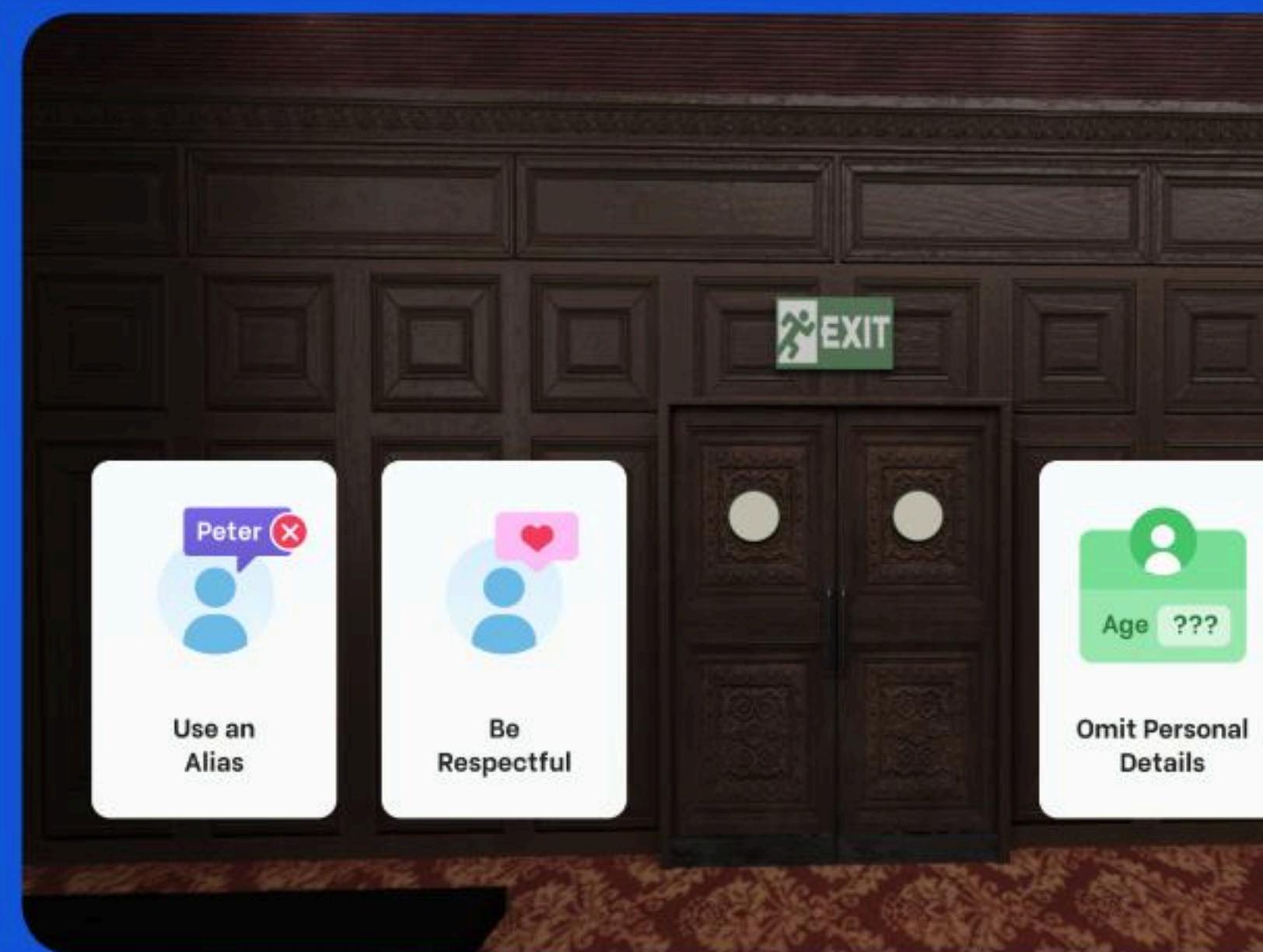
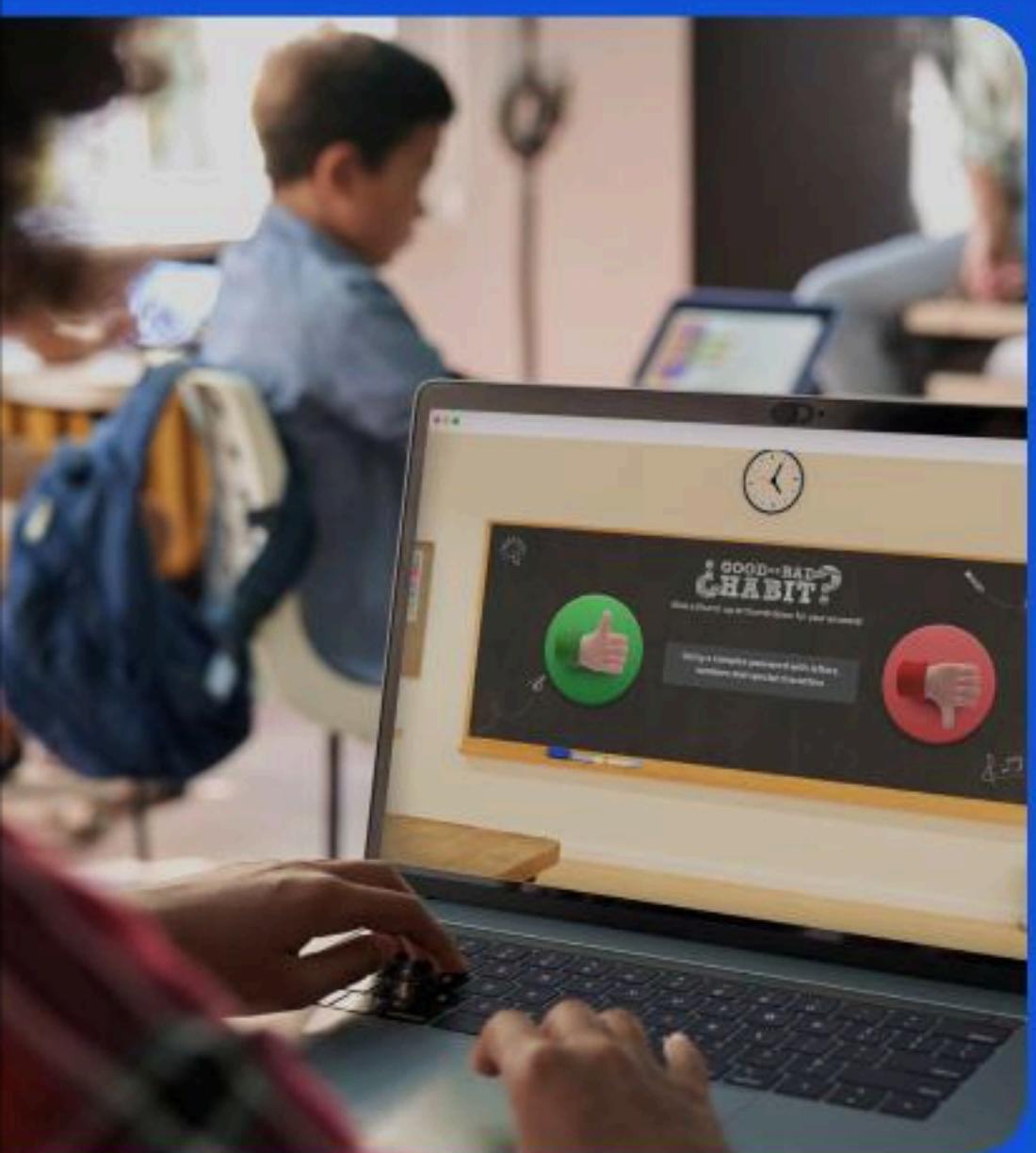
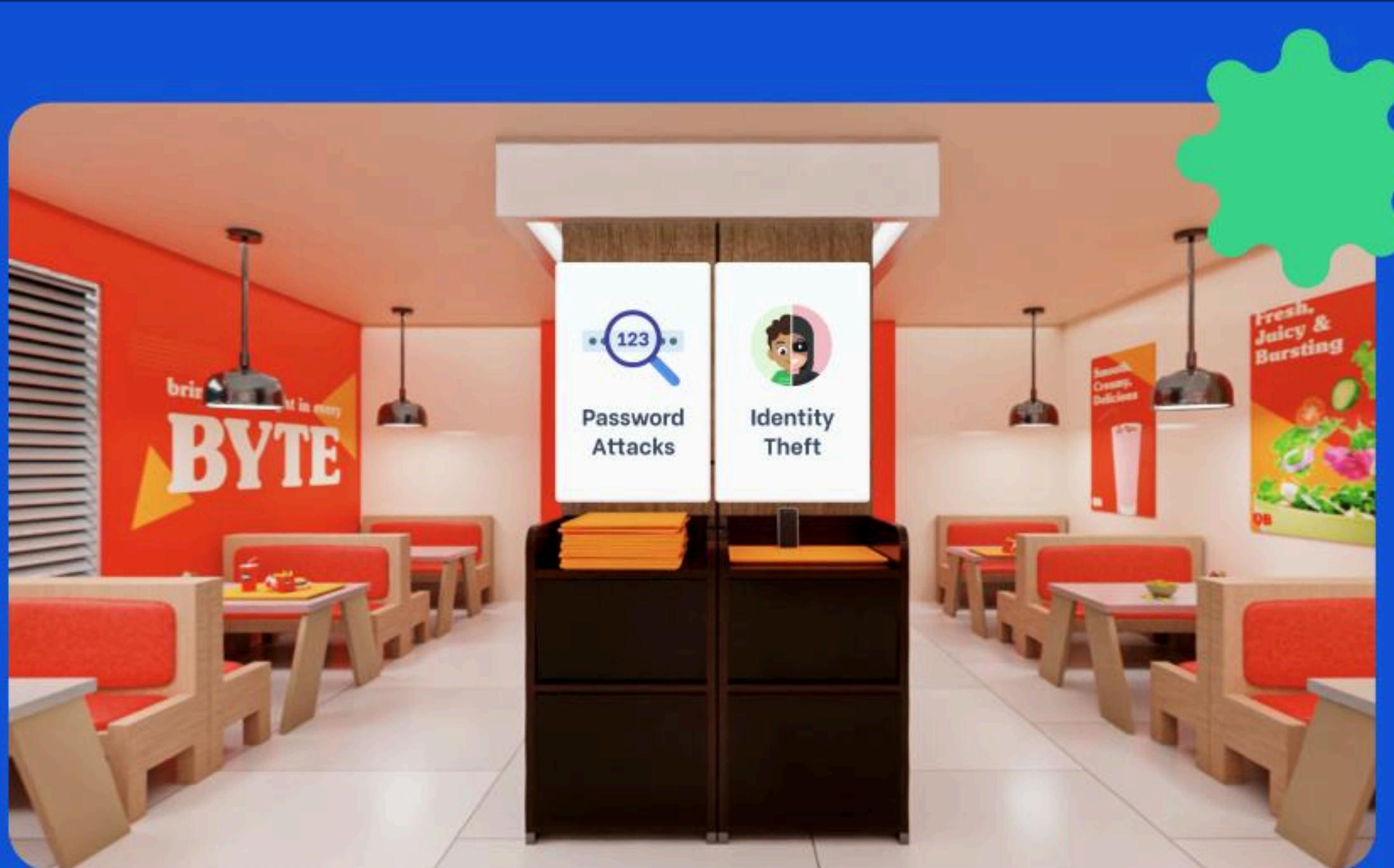
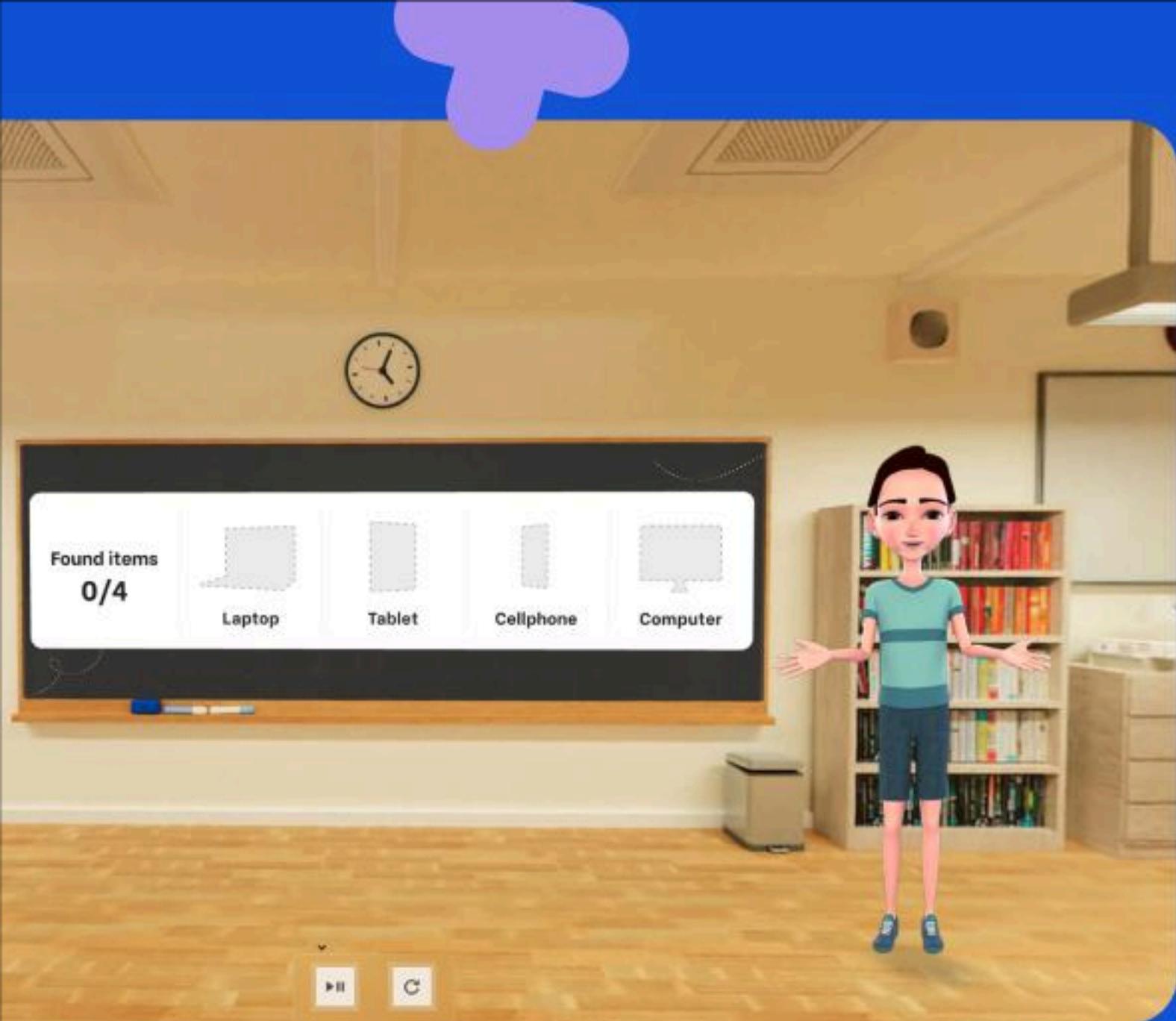
### – INDUSTRY

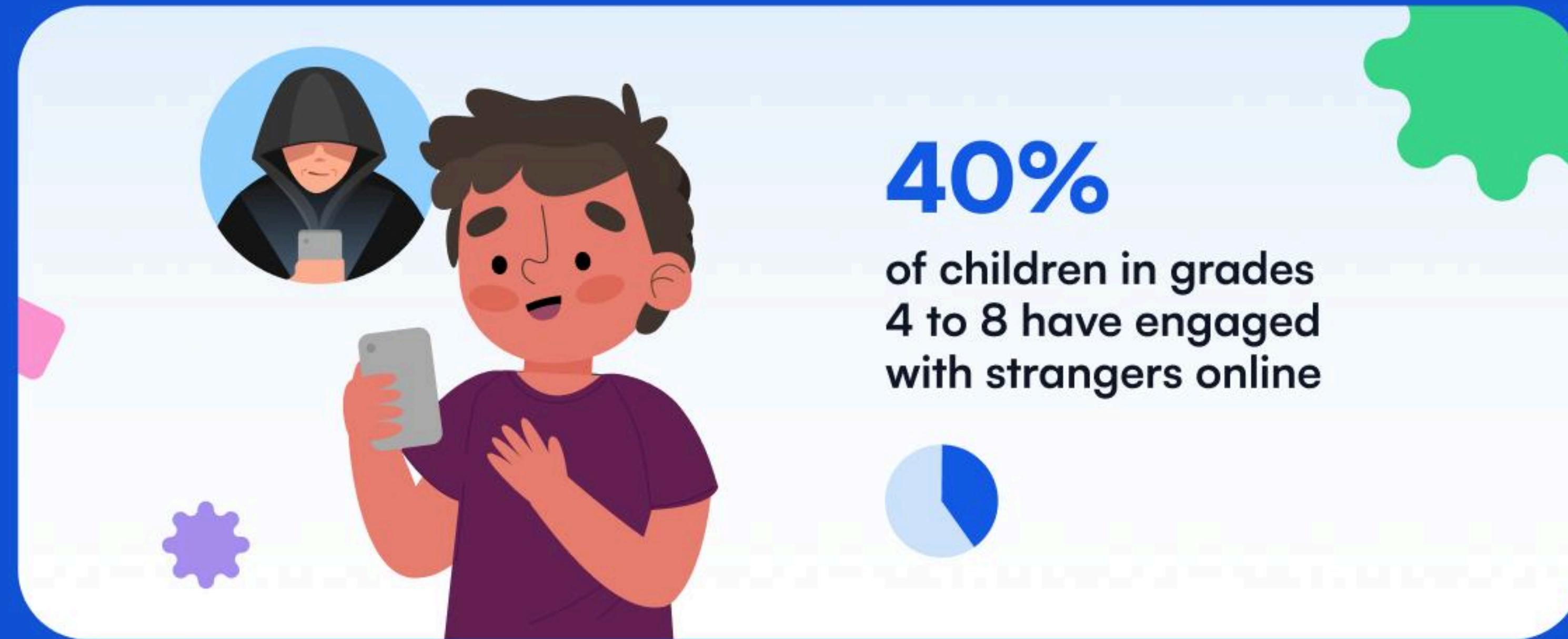
Education

### – SERVICES

Branding  
VR Experience  
Enterprise Website Design  
Motion Graphics

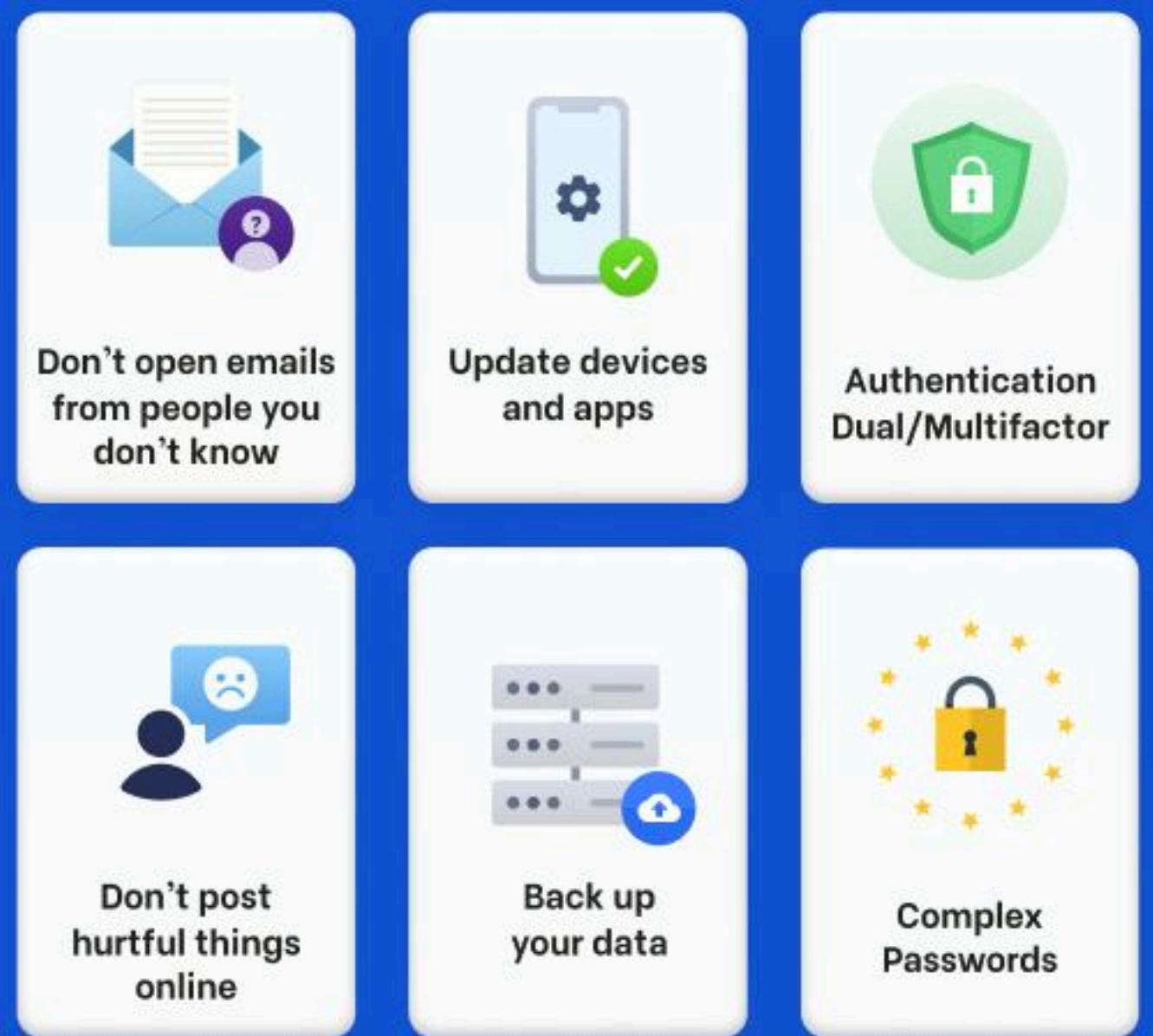






**40%**

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



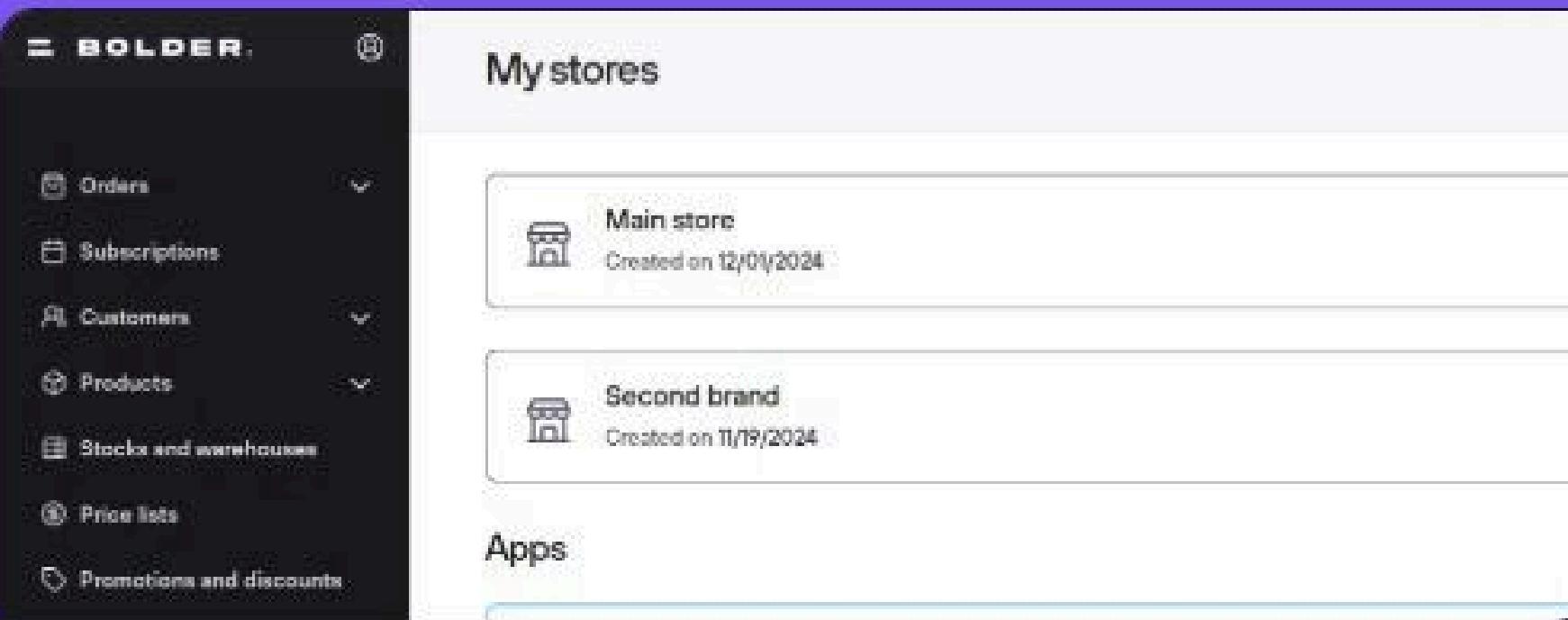
# A commerce platform for the AI era

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.

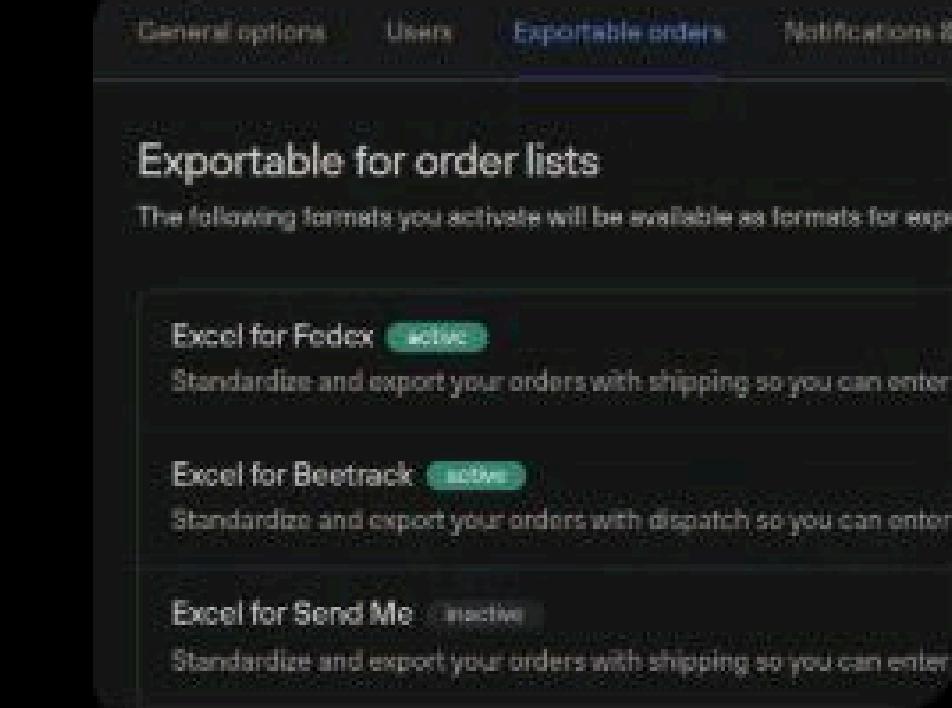
## Multi-shop management

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    | Status          | Delivery | Total |
|---------------|---------|-----------------|----------|-------|
| 25 Mar, 16:54 | T7ED8CC | Confirmed       | On hold  | \$315 |
| 22 Mar, 14:14 | T017830 | Pending payment |          | \$235 |