

Alex Machuca on Elevating Businesses and Putting His Spin on the Digital Space



New York City, Aug 14, 2020 ([Issuewire.com](https://www.issuewire.com)) - The business environment is much more turbulent than it used to be. With the every-dynamic needs of the market, and with competitors working smarter to meet those needs, a strategic change is not only ideal but highly imperative as well.

As technology advancement continues to create ripples of changes in the business landscape, Alex Machuca decided to make use of modernization so that he could sustain a competitive advantage. And now that enterprises and corporations are slowly diving into the pool of social media, he thought of creating an avenue where proprietors can maximize their potential and foster their growth.

With the advent of the digital age, the entrepreneurial sphere gets to enjoy bouts of convenience like never before. But along with the comfort and the booming opportunities it brings, going online also has its fair share of challenges such as the complex nature of the digital world.

Taking heed of this digital gap, Alex set his thinking gears in motion and came up with a platform where business owners can learn the technical know-how that would help them face the intricacies of the digital space. Thus, his company, [Lyncrest Media](#), came to exist.

Hailing from the suburb of Fair Lawn in New Jersey, Alex Machuca takes the digital industry by storm

with his out-of-the-box ideas and revolutionary concepts. At the young age of sixteen, he got his first job, which would then mark the beginning of his journey to success.

As Alex strived to hone his skills and knowledge, all his hard work started to come to fruition. And when the serial entrepreneur landed on the seventh place in GoDaddy's global site, he has been regarded as an expert in sustainable business processes as well as lead generation.

Having made his mark in the global industry, Alex decided to expand his horizons by getting himself in the business of event production. At this point in his career, he came upon an investment opportunity that prompted him to step up his game.

Incorporating his technical side with his creative allure, Alex was able to raise six hundred thousand dollars in just a few months. This allowed him to finance the famous pop-up exhibit, Tacotopia, and show the world what he is really capable of. And emerging victorious from this debut exposure, the entrepreneur caught the attention of notable personalities like Gary Vaynerchuck and Ryan Harwood.

Furthermore, Alex's success with Tacotopia was also featured in major publications, such as Good Morning America, BuzzFeed, Elite Daily, Fox News, and ABC, to name a few. And, inspired by this monumental feat, he put on an undaunted spirit and conquered the digital space.

Making use of his confidence and determination as building blocks, Alex successfully created [Lyncrest Media](#), which is a company that caters to the specific needs of mortgage brokers. And taking the reins on the company, he placed the company at the forefront of automation and follow-up sequences.

If there is one thing that Alex learned from his entrepreneurial journey, it is that financial resources can only take a person so far. Because more than money and cold, hard cash, it is the relationships and bonds that truly strengthen a business. Had it not been for the strangers that he turned into reliable business comrades, he would not have taken his career to great heights.

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