

# WILLIAM MARRERO

Business Systems Developer

## CONTACT

+ 53 5 841 91 39

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The Havana, Cuba . CP 10200

## EDUCATION

**Computer Science Engineering,**  
**UCI Havana**  
2020-21

**B.A. Accounting and Finance**  
**University of Havana**  
2021 - 2025

**Technological Innovation**  
**StartUp School - Y Combinator**  
2023

**Marketing - Sales Courses**  
**Acquisition.com**  
2022-2024

**Advanced English Course B1**

## SKILLS

Web Design	<div></div>
Web Development	<div></div>
Accounting and Finance	<div></div>
Sales	<div></div>
Social Media Marketing	<div></div>
Spanish	<div></div>
English	<div></div>

## PROFESSIONAL EXPERIENCE

### BUSINESS SYSTEMS DEVELOPER

2021 - Present

Executed 8 large-scale projects focused on business management and internal operations in the areas of Shipping, Exports, and Retail E-commerce. For an in-depth view, please visit the Web Portfolio at the provided link. Below are some of the completed projects:

### SOS COMBO

June / 2023

E-Commerce Store development project for a Shipping Agency to Cuba from the United States in conjunction with the GoDjango Team.

The Project included the catalog for the display of products, the Administration panel, and its complementary parts. During this period he served as developer of the Visual Elements (Frontend).

### TRG

April / 2023

Container Shipping Management System from the United States to Cuba, representing the entire process of shipping merchandise, from Dispatch in the Warehouse to its distribution by courier.

### MARANATHA

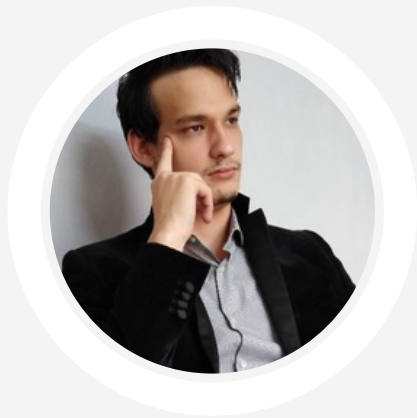
February / 2024

Using all the knowledge from previous courses, he found a way to introduce a basic product for the creation of a Sales, Messaging and Inventory Management System for a Gift and Miscellaneous Store.

### ROTULEPRINT

October - 2024 /February - 2025

Considering the rapid growth of the Maranatha Business model, and others like it, it is developing a system that allows its system to be easily delivered without the need for a programmer, for the creation of a Marketplace platform and Vertical Integration throughout the Value chain under the same system model, from the sales process, retail sales management, and financial analysis.



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## INTERSHIPS

### CUBAPEL

**Accounting Assistant (Current Assets)**

October - December / 2021

### Ministry of Finance & Prices

**Accounting Assistant (Fixed Assets )**

October - December /2022

### Printea

**Internal Control Auditor Intern**

February / 2025

## THESIS

### Cubapel

**Evaluation of the Economic Impact of  
Implementing the Circular Economy in  
the Paper Industry.**

June - 2025

## PROFESSIONAL EXPERIENCE

### BACHELOR OF ACCOUNTING AND FINANCE

2021 - 2025

Currently in her final year of a Bachelor's degree in Accounting and Finance at the University of Havana:

- Accounting record of business operations,
- Current Asset Management System,
- Tangible and Intangible Fixed Asset Management System,
- Financial Asset System.
- Bank reconciliation
- Preparation of financial statements, including balance sheets and income statements.

### COURSES IN SALES AND INNOVATION

2022 - 2025

Several key courses in sales and innovation and courses taught by the Chamber of Commerce of Bogotá, Colombia. Outbound Sales course based on the C.L.O.S.E.R. method by Alex Hormozi, focused on customer acquisition. and the "100M Offers".

Participation in the StartUp School program, gaining a founder-level mindset on customer discovery, rapid prototyping, and scaling. Applied these principles in hands-on engineering work, building and deploying solutions directly with users in a Forward Deployed Engineer style role.

All courses were used in the development of the Rotuleprint platform.