

William Marzella

San Diego, CA | (424) 395 9724 | williampmarzella@gmail.com | [linkedin.com/in/williammarzella](https://www.linkedin.com/in/williammarzella)

Experience

Sales Engineer | **Tray.io**

Apr 2022 - October 2023

Acted as the technical point of contact between Solution Architects, IT Teams, and business stakeholders for cloud-based integration projects, softwares including Salesforce, PostgreSQL, EC2, S3, and RDS.

- Generated \$1.48M in sales revenue, maintaining a 40% conversion rate through specialized product demonstrations targeting enterprise clients in SaaS, e-commerce, and FinTech.
- Led 15-20 weekly client workshops, identifying problems and developing AWS-based prototypes, while cultivating high-value client relationships.
- Engineered and deployed a NuxtJS application to optimize product demonstrations, elevating conversion rates by 15%.

Automation Engineer | **Motis Group**

August 2021 - Mar 2023

Orchestrated automation frameworks aligned with security protocols and enterprise-level messaging guidelines.

- Deployed an AI-driven customer service chatbot, utilizing LangChain and GPT-4, which minimized engineering intervention by 50% and strengthened security via real-time role verification.
- Designed and executed an SOC2 compliant automation system for onboarding and hiring, achieving a 500% acceleration in recruitment while maintaining high-level data security.
- Developed a JavaScript and RESTful API-based architecture to streamline medical laboratory contracts, cutting processing time from 90 days to 5 days.

Automation Specialist | **Tray.io**

Apr 2021 - Apr 2022

Collaborated with Sales and Marketing teams to filter and monitor inbound leads, leveraging advanced middleware and integration solutions.

- Established a \$2M sales funnel with a 35% conversion rate, facilitated by personalized product demonstrations.
- Drove sales efficiency improvements, culminating in a 20% rise in personal sales performance metrics and top user recognition within Tray.io.

Education

University of Southern California | **Bachelor of Science (Mechanical Engineering)** Dec 2020

Skills

Automation Technologies: Expert in middleware, integration patterns, web services, and enterprise messaging. Cloud Technologies: Specialized in AWS services, such as EC2, S3, RDS, Lambda, and ECS. Databases: Proficient in SQL Server, PostgreSQL, and data pipelines. APIs: Comprehensive knowledge of REST, OAuth, HTTP, and SOA. Programming Languages: Highly skilled in Python, JavaScript, NodeJS, VueJS, and React. Business Tools: Proficient in Salesforce, ServiceNow, SAP, and Oracle EBS. Communication: Excellent verbal, written, and presentation abilities, particularly in client-facing roles in SaaS and e-commerce sectors.