



# HERBERT CRUZ

## SYSTEM ENGINEER

### ABOUT ME

I am a professional with over 3 years of experience in application support and development, specializing in process automation, maintenance, and optimization of critical systems that ensure 24/7 availability. I have successfully implemented backend improvements aligned with business needs, ensuring quality through rigorous testing before production deployment.

My responsibilities include DNS configuration and administration, web security, domain management using Cloudflare, email administration with Mailgun, and implementing AI tools to optimize workflows. Additionally, I provide continuous support for both internal and third-party applications, monitor vital processes, and collaborate closely with developers and vendors to resolve issues and apply enhancements.

I have hands-on experience managing Oracle databases, generating reports with iReports, and executing batch and overnight monitoring processes that support regional decision-making. I excel at maintaining strict control over patch management, backup policies, and comprehensive system security.

Notably, I have worked extensively with US-based companies, adapting to international standards and time zones, ensuring seamless communication, compliance, and delivery of critical business solutions across borders.

I am characterized by persistence and results orientation, valuing teamwork as well as autonomy and efficient time management to meet key business objectives.

Personal interests include music, reading, and continuous learning.

### EDUCATION

Universidad Tecnológica de El Salvador  
Bachelor's Degree in Computer Systems  
Engineering | 2019

### ADDITIONAL TRAINING

Consultorías y Soluciones Informáticas S.A. de C.V.  
Basic RPG Programming Course | 2018

### LANGUAGES

- Spanish (Native)
- English (Intermediate/Professional Working Proficiency)

### CONTACT

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### PROFESSIONAL EXPERIENCE

#### United Franchise Group

Back-end | WordPress | DNS | PHP | Cloudflare | Mailgun |  
Automatización de procesos | Inteligencia Artificial (IA) |  
WPEngine | React | Tailwind CSS | Next.js | RESTful APIs  
Home Office (Remote)

Feb 2023 – Present

- Full development lifecycle management: requirement analysis, development, testing, and deployment of new features aligned with business needs.
- Implemented backend changes based on specific requirements.
- Tested features and updates prior to production releases.
- Automated key processes to boost efficiency and reduce manual workload.
- Configured DNS records and managed domain renewals to ensure continuous online presence.
- Maintained site uptime and ensured optimal performance.
- Managed web security to protect data and infrastructure.
- Verified database backup policies for recovery readiness.
- Integrated AI tools to enhance internal workflows and service quality.
- Installed and updated WordPress sites via WPEngine.
- Configured email accounts using Mailgun.
- Administered Cloudflare for domain management and web security.

## Application Administrator

SIMAN – On-site | Oct 2020

- Provide 24/7 support for critical business applications, ensuring continuous service availability.
- Collaborate closely with developers and external vendors to identify, troubleshoot, and resolve technical issues.
- Create database queries and business reports using Oracle and iReport.
- Monitor, diagnose, and maintain both internal and third-party applications to ensure system integrity.
- Automate repetitive processes to increase operational efficiency.
- Analyze and fulfill business requests related to application parameter configurations.
- Track and document patches applied to production environments across various systems.
- Support and participate in projects aligned with business needs.

## Backend-Frontend Developer (Java | PHP | Kotlin | Flutter | Photoshop | Firebase)

CONSITI GROUP, 2020

- Estimated development timelines based on business change requests.
- Maintained up-to-date documentation for each project and module.
- Diagnosed and resolved application errors during testing and production.
- Documented issues encountered during testing for future reference and improvements.
- Implemented and updated application modules following business guidelines.
- Designed logos and visual assets using Adobe Photoshop.
- Developed new functionalities across both backend and frontend layers.
- Managed the full development lifecycle for mobile applications, including requirement analysis, development, testing, and deployment of new features aligned with business objectives.

## Data Center Operator

SIMAN, Oct 2015 - 2020

- Monitored critical business processes using tools like UC4, POS DB (RPG), and inventory systems.
- Responsible for daily financial reconciliation of all regional stores by cross-validating system data.
- Executed nightly batch processes to update financial and inventory data into production databases.
- Managed user provisioning (onboarding/offboarding) across various internal systems.
- Collaborated with the IT team to track, diagnose, and resolve errors and system failures.
- Performed daily system health checks (DB agents, process validations, uptime checks) to ensure stable operations.
- Generated operational reports using RPG-based systems.
- Ran monthly batch processes to feed reporting systems for executive decision-making.