

BRENTON CRUZ

SOLUTIONS ENGINEER

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COVER LETTER

Greetings,

I'm writing to express my interest in the Solutions Engineer / Sales Engineer position at your company. With over five years of experience in client-facing software demos, technical sales support, and content creation, I bring a unique blend of technical expertise and creative strategy to every customer conversation.

I started in graphic design and digital marketing, but quickly transitioned into a technical role at a SaaS company. Now, I lead live demos, support sales teams, and represent our software at national conferences. From producing product reels in Adobe Premiere Pro to presenting our PMIS platform at AASHTO in Seattle, I know how to communicate complex systems in a way that resonates.

In my current role, I support project and field management software used by government and infrastructure teams. I help onboard clients, create marketing materials, and refine demo workflows based on real user feedback. Whether I'm leading a Teams demo or fielding procurement questions, I'm in my element when translating tech into value.

Most recently, I built out a full Learning Management System using LearnWorlds. I designed and launched interactive training modules that streamlined onboarding and reduced support inquiries—an end-to-end solution that continues to drive results.

After five years in this space, I've learned how to own projects, earn trust, and deliver solutions that stick. I'd love the opportunity to bring that mindset to your team.

To give you a sense of my approach, I've included three short clips in the Featured section of my LinkedIn profile:

- A 1-minute walkthrough of our PMIS platform
- A public speaking clip from the AASHTO Committee on Materials
- A brief video showing my personality and presence in a client-facing role

You can view them at BrentonCruz.com

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EXPERTISE

- ✔ Software Demos & Pre-Sales
- ✔ Salesforce CRM
- ✔ SaaS Systems
- ✔ Public Speaking
- ✔ Adobe Creative Suite
- ✔ Technical Documentation
- ✔ Client Facing Communication

SKILLS

Salesforce CRM



Adobe Photoshop



Adobe Premiere Pro



Adobe After Effects



Microsoft Office



Power BI



EDUCATION

Lonestar - University Park

Associate of Science:
Computer Science (In Progress)

Expected Graduation: May 2026

SOCIAL



brenton-cruz-640502174

ABOUT

Solutions Engineer with 5+ years of experience demoing enterprise software for high-profile clients in the public infrastructure space. Strong background in graphic design, marketing content, and technical presentations. Adept at building trust with prospects, supporting sales cycles, and communicating complex systems in a human way. Currently pursuing an Associate of Science in Computer Science.

EXPERIENCE



SOLUTIONS ENGINEER - ATSER SYSTEMS

Mar 2020
Current

-Lead technical demos of ATSER's project and field management software for prospects and government clients.

-Represent company at national conferences and on-site client meetings; communicate value props with executive stakeholders.

-Support marketing with demo highlight reels, design content, and technical write-ups using Adobe Creative Suite.

-Collaborate with product and sales teams to improve demo workflows and onboarding materials.

-Help close deals by customizing presentations to align with agency pain points and decision-maker goals.



DIGITAL MARKETING/TECHNICAL SALES - RYGHTEK

Feb' 2018
Mar' 2020

In this hybrid role, I supported both the go-to-market strategy and the daily ops engine—designing creative assets, helping shape brand identity, and contributing to early customer acquisition and sales enablement.

-Designed all digital marketing collateral including logos, pitch decks, landing pages, and social media graphics using Adobe Creative Suite.

-Assisted in crafting sales pitches and demo presentations for early-stage investors, pilot customers, and business partners.

-Conducted user interviews and helped translate product feedback into UI/UX improvements.

-Supported onboarding for vendors and drivers, helping educate new users on how to use the platform and resolve issues.

-Gained firsthand experience working in a fast-paced startup environment.