

Dylan Byrne

Business Information Systems, SETU Waterford · Founder, Keystone Digital

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Third-year BIS student, first-class average (79.58% in Year 2), Dean's List and Class Representative. I run Keystone Digital, a web studio I co-founded in 2025 and now own outright. I sell, design, build and host websites for businesses in the South East. That's 26 sites built, eight clients paying monthly, and a Sage 50 → WooCommerce stock sync running in a client's office. I'm looking for a placement from **January 2027**, up to eight months, anywhere.

EXPERIENCE

Founder Oct 2025 - now

Keystone Digital · web studio, South East

- Registered with the CRO in November 2025, co-founded with Jake Rockett. I bought out his half in June 2026 and run it alone.
- Sell, design, build, host and maintain websites for local businesses. Eight pay monthly.
- Wrote the price list (€299–€1,199 builds, €25–€75/mo care), invoices, Stripe subscriptions and a Meta lead-ads campaign.

Business, Sales & Marketing Intern Jun 2025 - now

Autobolands · Ford dealership, Waterford

- Dealt with 1,000+ customers across the showroom, phone, email and social media.
- Supported 50+ vehicle sales, including one I completed myself.
- Photographed and listed 100+ vehicles. Ran the Waterford City Ford Instagram. Kept customer follow-ups in the CRM.

Cleaning Operative Aug 2024 - Jun 2025

Apleona Ireland · Abbott site

- Worked to strict hygiene and safety standards in a regulated medical-devices environment.

Sales Assistant Jan - Jul 2023

Centra

- High-volume retail service. Stock and inventory on digital systems.

Marketing Intern Aug - Dec 2022

MacDonagh Junction Shopping Centre, Kilkenny

- Supported campaigns and promotional events for the centre.

SELECTED PROJECTS

- Airpower Pneumatics** · airpower.ie. An industrial supplier's web shop, stocked straight from Sage 50.
- McGrath's Homemade Jam** · mcgrathsjam.ie. Twelve jars, one real photograph, and every label kept honest.
- Country Style Foods** · countrystylefoods.ie. A 40-year-old food producer, on the web the way it sells: to the trade.
- Keystone Ops**. Ten scheduled agents that run the agency's admin. 10 agents, 27 sites watched, 0 messages sent without me.
- bmwlink + bmwcode**. Diagnostics and coding for my own BMW, over a Bluetooth OBD adapter. 170+ tests, 10k lines of Python, 3 modules hard-blocked.
- property-recon**. A monthly read of the Irish property market, for my own first house. 805k sales in the register, 436 listings scored in month one, 29 tests.

EDUCATION

BBS (Hons) Business Information Systems

South East Technological University, Waterford, 2024 - 2028 · Year 3

- Dean's List Award · top 5% of the School of Business
- Class Representative
- Year 2 average 79.58%, all modules passed first time

Web Design for eCommerce	95
Business Systems Analysis	88
Programming	88
Database Management & Design	87
Blockchain & DLT (Solidity)	84
Macroeconomics	80

Now: Big Data Analytics, ERP System Skills, Computer Network Fundamentals, Managing IS Projects, Applied Quantitative Analysis, New Business Creation.

Comeragh College · Leaving Certificate, 487 points (2024)

SKILLS

Business: Sales, Pricing + packaging, Paid acquisition, Client management.

Systems: ERP integration, Databases + SQL, Process design, Automation.

Build: WordPress + WooCommerce, Next.js · React · TypeScript, Python, HTML · CSS · accessibility.

Data + Ops: pandas · scikit-learn · Plotly, Excel, Hosting · DNS · SSL, Analytics.

ALSO

Two marathons (Waterford Viking, Dublin), €3,000+ raised for charity. Gym, football, tennis, home espresso.

References available on request. Portfolio: dylanbyrne.keystonedigital.ie