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## ISAAC SERRANO

713-373-2690

[isaac.serrano@gmail.com](mailto:isaac.serrano@gmail.com)

14855 Memorial Dr  
Houston TX 77079  
United States

### Profile

- Successful 25+-year career in System Development positions in the U.S. and Mexico.
- Steady professional growth in operating systems management, Internet development, automated software installation, programming, network management, operational streamlining and development, installation and configuration of Linux, Ubuntu and Windows servers, mail server administration, and web and DNS management.
- Broad knowledge of Internet protocols and services.
- Strong leadership and team-building skills.

### Experience

**Python Holdings / ODDS Marketing / BrightBox Inc., Houston, TX**

**04/2014 – Present**

#### ***Director of Technology***

We provide strategic and operational support to accelerate business onto the path to profitability and sustainable growth.

- Work with the QuickBase development team to translate business needs into intuitive applications and features.
  - Build with Quickbase a CRM, Projects and Warehouse apps.
  - Design and create new applications and features.
  - Administer existing and new QuickBase applications.
  - Build reports and dashboards for end-users.
  - Provide support by debugging issues, answer questions about system functionality, and complete enhancement requests.
  - Modify existing workflows to increase productivity and database performance.
  - Security Management for all the companies.
  - Setup and administration of 10 Workspaces accounts.
  - Administration of 300 email accounts for the holding.
  - Design and implementation of the current email infrastructure enhancing security.
  - Extensive experience with Google Workspace.
  - Knowledge and experience with Cloudflare.
  - Setup and deploy safe servers in DigitalOcean.
  - Lead programmer.
  - Web development.
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- Server administration.
- E-commerce.
- Digital Marketing planning and implementation.
- QA.
- Plan, develop, test, deploy and maintain websites.
- Provide effective troubleshooting and remediation for websites.
- Design and implementation of the current web infrastructure using individual servers, CDNs, firewalls and Cloudflare.
- Revamped web sites with security applications to minimize hacker attacks.
- Develop user-friendly websites including optimized pages for SEO and speed.
- Fix bugs in existing websites and implement enhancements that significantly increase security and speed.
- Develop custom-made sites for each client using PHP, HTML5, JavaScript, and CSS technologies.
- Have trained over 30 staff members in internal web functions, including steps on how to independently make minor updates and changes.
- Install and tune servers from scratch from the acquisition of the hosting to the final delivery.
- Follow policies and procedures always related to application methods and quality standards.
- Create an inspiring team environment with an open communication culture.
- Set clear team goals.
- Manage teams in Mexico and India.
- Oversee day-to-day operations.
- Monitor team performance and report on metrics.
- Motivate team members.
- Discover training needs and provide coaching.
- Listen to team members' feedback and resolve any issues or conflicts.
- Recognize high performance and reward accomplishments.
- Encourage creativity and risk-taking.
- Suggest and organize team building activities.
- Creation of documents in Docusign.

**Technical Environment: Linux, MySQL, PHP, Apache, JavaScript, CSS, HTML 5, WordPress, DNS, E-commerce, TCP-IP.**

**Vinco Orbis Proyectos, Mexico City, Mexico**

**12/2007 – 04/2014**

***Systems Development Manager***

Computer Services company providing web development, web hosting, server maintenance, and other computing services for corporate clients.

- Telecommuted between Mexico City and U.S. to provide a broad range of web development, web server maintenance, and other computing services for major international corporations.
  - Performed programming server administration.
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- Provided IT project leadership for major corporations such as Aeromexico, Suzuki, Chili's Restaurants, and dozens of others.

**Technical Environment: Linux, MySQL, PHP, Apache, JavaScript, WordPress, DNS, CSS, HTML.**

**HSBC, Mexico City, Mexico**

**2005 – 2006**

***Quality Assurance Senior Analyst***

International bank serving consumer and corporate clients.

- Provided project and workgroup coordination and IT environment setup for CEI (Entrepreneurial Internet connection).
- Handled new product evaluation and upgrades.
- Set up UAT (User Acceptance Testing) environment.
- Coordinated and implemented CAM (Customer Access Model).
- Provided environment set up for Entrepreneurial Internet Connection, Up TREATS (Treasure), and LEAP projects.

**Technical Environment: Linux, SQL, PHP, Apache, JavaScript, WordPress, Cobol, UNIX, AIX**

**Scouts Association of Mexico, A.C., Mexico City, Mexico**

**2003 – 2005**

***Systems Development Manager***

Led youth scouting association of Mexico, providing leadership, life skills, and citizenship training.

- Managed computing system resources and developed National Registration System that increased national membership registrations by 14 percent and reduced phone complaints by 60 percent through system restructuring and newly implemented automation.
- Directed the restructure of web services, email, and file servers.
- Implemented security project and streamlined an operation that was slow-moving due to viruses and spyware to achieve a 45 percent drop in misuses of bandwidth and transform into a fast and efficient operation.
- Fine-tuned database that hosted the National Membership by correcting logic errors as well as trash within it.
- Implemented an emergency contingency plan to achieve restoration of Internet services within 3 hours after failure.

**Technical Environment: Linux, MySQL, PHP, Apache, JavaScript.**

**Impulso Innovations, Mexico City, Mexico**

**2003 – 2004**

***Producer Engineer***

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Computer services company providing Internet services, social media, IT consulting, and web-related services.

- Managed Internet Portal Design in PHP and MySQL and reduced construction time significantly using Yahoo Portal Builder.
- Managed and maintained production servers for DNS E-Mail.

**Technical Environment: Linux, MySQL, PHP, Apache, JavaScript**

**Ticketmaster, Mexico City, Mexico**

**2002 – 2003**

***Network Operations Center Coordinator***

Company provided tickets for concerts, sports, theater, entertainment, and family events.

- Developed Ticketmaster's Intranet and managed online servers.
- Managed server installation and configuration, backups, communications, networks, wiring, and systems migration.
- Provided direct support to users.

**Technical Environment: Linux, MySQL, PHP, Apache, JavaScript.**

**GE Capital, Moberly, MO**

**2001**

**– 2002**

***Senior User Support Manager***

Financial services provider offering commercial loans, leases, and middle market finance solutions for corporate and consumer clients.

- Handled user support for the website of City of Moberly, Missouri, including installation and configuration of servers, backups, communications, networks, and wiring.
- Managed internal network, installation of hardware and software, and provided direct support to users.

**Technical Environment: Linux, MySQL, PHP, Apache, JavaScript.**

### **Education**

- Bachelor's Degree, Systems Engineering, Universidad del Valle de Mexico (1994-1996).
- Universidad Nacional Autónoma de México (1991-1993)

### **Skills**

Quickbase, Google Workspace, Systems Development, Programming Services, User Support, Server Administration, Internetworking, E-Mail Server Administration, Project Leadership, Project and Workgroup Coordination, IT Environment Setup, Product Evaluation, User Acceptance Testing, Quality Assurance, Database Management, Web Administration, Emergency Contingency Planning, E-commerce Implementation, Design, Maintenance and Testing.

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