

# Tristan Isham

440-610-6811 | Cell

[ham.onl](#) | Website

[tristan.isham@hey.com](mailto:tristan.isham@hey.com) | Email

[linkedin.com/in/TristanIsham](#)

## EXPERIENCE

### National Strategic Group – Systems Strategist

Euclid, OH – November 2020 – Present

Oversee the design and development of integrated business systems (Client Management System, client’s Affiliate Program, etc...). Write highly efficient best-practice code. Manage multi-national teams of developers to deliver reliable results in a high-pace work environment.

Develop client-facing split tests (A/B test) for individual clients. Invented best practice tests for industry-wide analysis. Statistically analyzing the results for each, I make mathematically sound design and business decisions that return regular key metric increases.

### Enjoy Better Coffee – E-commerce Migration Contractor

Worthington, OH – August 2020 – October 2020

Optimized current e-commerce offerings and platform settings. Consulted and managed an e-commerce platform migration for established branding, while preparing the launch of a new brand.

### Design House – Head of Software Development

Chagrin Falls, OH – October 2018 – August 2019

Managed and developed business relationships with Ace Hardware locations. Developed dynamic digital coupon platform using serverless JavaScript, API’s, and Markup architecture for clients: Ace Hardware, Houchins, Marc’s. Managed a team of developers, marketers, and designers.

## PROJECTS

### My Dry Eye Box Affiliate System

My Dry Eye Box’s nation-wide network of doctors had a problem. Doctors were informing patients about the My Dry Eye Box family of subscriptions but lacked any system for tracking which conversions had come from doctors. I developed a digital system for tracking physical affiliate codes, integrated it with My Dry Eye Box’s online storefront and build a web portal for Doctors to track their total conversions.

### NSG Central

Co-develop internal client management system, call analysis platform, data-report generator, retention measurement tools, and more.

## EDUCATION

### Kent State University

Bachelor of Science,  
Journalism and Mass  
Communication

Graduated: May 2020

Major: Multimedia Journalism

Minor: Marketing

## SKILLS

### Programming

Proficient with: Linux, Windows, MacOS, Go, TypeScript, PHP, Rust, and HTML5 (CSS, Bootstrap, Tailwind).

### Media Production

Proficient in: Final Cut Pro, Adobe Premier, Adobe PhotoShop.