

# Tristan Isham

440-610-6811 | Cell

[ham.onl](http://ham.onl) | Website

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

[linkedin.com/in/TristanIsham](https://linkedin.com/in/TristanIsham)

## EXPERIENCE

### National Strategic Group – Systems Administrator

Euclid, OH – November 2020 – Present

Design, build and manage custom internal software including the company's internal CRM and HIPPA-oriented affiliate network.

Design and 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, and 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.

### Based Count

I manage a team of international developers to track the social interactions of more than 80,000 users. Developed a globally distributed web-app that has been audited by industry professionals and stressed tested with greater than 70,000 concurrent connections. <https://basedcount.com>

## EDUCATION

### Youngstown State University

Master of Business Administration

Graduation: May 2024

### Kent State University

Bachelor of Science, Journalism and Mass Communication

Graduated: May 2020

Major: Multimedia Journalism

Minor: Marketing

## SKILLS

### Programming

Proficient with: Linux, Windows, Git, Go, TypeScript, JavaScript, PHP, Rust, MongoDB, SQL, and HTML5 (CSS, Tailwind).

### Media Production

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