

Kaden Barry

kadenbarryia@gmail.com; (641) 426-0366
www.linkedin.com/in/kadenbarry

EDUCATION

The University of Iowa, College of Liberal Arts and Sciences

Anticipated May 2026

B.A., Enterprise Leadership

- Minor in Sports and Rec Management
- Dean's List

Fall 2021, Spring 2022, Spring 2025

CLASS PROJECT EXPERIENCE

Entrepreneurial Finance: Feasibility Project

Fall 2024

Tippie College of Business | Iowa City, Iowa

- Built integrated 36-month financial projections across all statements, producing a model that forecasted profitability, breakeven timing, and long-term cash flow for a new venture.
- Analyzed market size, competitor pricing, and cost structure to shape a realistic revenue model and strengthen the business concept's financial viability.
- Identified key cost drivers and risk factors, allowing the team to recommend strategic next steps grounded in financial feasibility and operational sustainability.

Business Consulting: Small Business Growth Strategy, West Burlington Hydraulics

Fall 2025

Tippie College of Business | Iowa City, Iowa

- Diagnosed inventory inefficiencies and sales patterns across 800+ SKUs, recommending digital solutions that would reduce downtime and improve stock accuracy.
- Audited WBH's online presence and customer behavior, leading to the removal of ineffective e-commerce features and the creation of a streamlined online order form that aligned with industry norms.
- Developed a B2B outreach pipeline of 25+ prospects and uncovered underused Chamber of Commerce tools, expanding WBH's local visibility and partnership opportunities.

Sports & Rec Promotion: Memphis Tribbies MLB Franchise

Fall 2025

College of Liberal Arts & Sciences | Iowa City, Iowa

- Led the development of a full marketing and brand strategy, combining market segmentation, competitor insights, and audience analysis to define a differentiated franchise identity.
- Designed a full brand identity system and implementation guide, ensuring consistent messaging, visuals, and strategy across presentations, reports, and campaign materials.

STARTUP EXPERIENCE

ReWrap – Founder & Product Developer

October 2025- Present

- Developed an original reusable pallet-wrapping concept targeting cost and labor inefficiencies in retail and distribution logistics.
- Conducted market research, early discovery conversations, and competitive analysis to validate problem scope and operational feasibility.
- Won 1st place at JPEC's IdeaStorm Finale and the JPEC Innovation Challenge, securing \$4,000 in funding and advancing the concept through pitch refinement and judge feedback.

WORK EXPERIENCE

Sales Associate, Merchandising Service

April 2025 - Present

Lowe's Home Improvement, Coralville, Iowa

- Managed and organized thousands of SKUs, improving shelf accuracy and reducing product downtime during high-volume shifts.
- Performed daily safety checks and facility resets that kept merchandising areas customer-ready and compliant with corporate standards.
- Delivered customer support while coordinating with cross-department teams to meet storewide merchandising objectives.

Sales Associate, Account Manager

October 2023 – August 2024

Farm Bureau Financial Services, Charles City, Iowa

- Managed a growing book of insurance clients, providing coverage recommendations and completing policy updates, renewals, and claims support.
- Collaborated with inspectors and assessors to evaluate property risk, improving underwriting accuracy and ensuring compliant policy documentation.
- Assisted dozens of customers during severe weather events by guiding cleanup, documenting damage, and coordinating claim initiation.

Bank Teller & Online Banking Representative

Summers 2022, 2023

First Security Bank & Trust, Charles City, Iowa

- Processed 80–120 daily transactions, including deposits, withdrawals, loan payments, and night drops, while maintaining error-free records.
- Applied federal and internal anti-fraud standards to protect customer accounts and ensure full regulatory compliance.
- Partnered with the marketing team to create community outreach materials used by hundreds of local customers.

VOLUNTEER EXPERIENCE

7th Grade Girls Basketball, Charles City Middle School

November 2023 – January 2024

- Served as head coach for a 7th grade girls basketball team of mostly first-time players, teaching fundamentals, confidence, and teamwork while building a competitive, character-focused team culture that led to a strong season.

SKILLS

Excel • POS Systems • Inventory Management • Customer Service • Market Research • Data Analysis • Financial Projections • Team Leadership • Communication