



# Sean Barry

**Customer Education | Product Marketing | Web Development**

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## BACKGROUND

I am a customer education manager with experience in training facilitation, online learning design, graphic design, audio/video production, digital media, and front end web development.

## EDUCATION

### **NORTHEASTERN ILLINOIS UNIVERSITY**

#### ***Master of Arts • 2014***

Major in Special Education, Focus in Universal Design for Learning

### **ILLINOIS STATE UNIVERSITY**

#### ***Bachelor of Arts • 2008***

Major in Psychology, Minors in Spanish Language and Business Administration

## SKILLS / TOOLS

### ***Product and Knowledge Management***

Articulate 360, Adobe Captivate, Camtasia, Adapt, Evolve, Skilljar, Exceed, Zendesk, Pendo, SCORM, xAPI, HTML5

### ***Media Design and Production***

Adobe Illustrator, Photoshop, InDesign, XD, Premiere, AfterEffects, Audition

### ***Web Development and Analytics***

HTML/CSS/JavaScript, Vue/Nuxt, React/Next, Dart/Flutter, Tailwind, Bootstrap, Bulma, Greensock, Wordpress, Shopify, Netlify, Firebase, Google Analytics

## EXPERIENCE

### **VERIZON MEDIA / YAHOO**

#### ***Customer Education Manager | 2021 – Present***

As Customer Education Manager at Verizon Media / Yahoo, I support the development of the company's online B2B customer education program and lead the implementation of their broader customer onboarding strategy within the Customer Success organization.

### **AMOBEE**

#### ***Senior Product Training Manager | 2020 – 2021***

Amobee is a global marketing technology company focused on digital, TV, and social ad buying. As Senior Product Training Manager, I designed and managed an online customer education program for Amobee's thousands of active users. In this role, which belonged to Amobee's Product Management team, I led a pod of engineers, product managers, and account managers to deliver both scaled and customized product training in order to achieve measurable business outcomes for Amobee and its clients.

### **IPG / KINESSO**

#### ***Senior Instructional Designer | 2017 – 2020***

Interpublic Group (IPG) is a global advertising parent company to various design agencies, media/planning services, tech providers, and more. As Senior Instructional Designer for the Data and Technology organization, I developed learning experiences for IPG agencies and customers in various formats, on a wide range of topics related to data science and marketing tech.

### **MEDIAMATH**

#### ***Manager, Training and Instructional Design | 2017***

#### ***Specialist, Training and Certification | 2015 – 2017***

In my roles on the Marketing team at MediaMath, a global advertising tech company, I led internal and external product training for North America, designing and delivering instructor-led training (in-person and remote) and certification to 100+ learners monthly.