



# 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 Yahoo, I support the development of the company's online B2B customer education program and lead the 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 cross-channel media buying. In the Senior Product Training Manager role I designed and managed [Amobee U](https://www.amobee.com), 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 to achieve measurable business outcomes for Amobee and its clients.

### IPG / KINESSO

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

Interpublic Group (IPG) is a global parent company to various marketing agencies, media/planning services, tech providers, and more. As Senior Instructional Designer for IPG's Data and Technology business, I developed learning experiences for the company's wide range of agencies and customers, producing learning experiences in multiple formats on various 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.