Sean Barry

Customer Education | Product Marketing | Web Development

📞 847.867.0742   in linkedin.com/in/seanbarryid

✉ sean@instruct.design   🌐 instruct.design

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, Skilljar, Adapt Learning, SCORM, xAPI, Zendesk, Pendo

Media Design and Production
Adobe Illustrator, Photoshop, InDesign, XD, Premiere, AfterEffects, Audition

Web Development and Analytics
HTML/CSS/Javascript, SVG, Vue/Nuxt, React/Next, Dart/Flutter, Tailwind, Bootstrap, Bulma, Greensock, Wordpress, 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 Amobee U, 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 that collaborated with engineers, product managers, account teams, and customers to deliver both scaled and customized product training in order to achieve measurable business outcomes for Amobee and its clients.

INTERPUBLIC GROUP / 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.