



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

KINESSO

Director, Product Enablement | 2021 – Present

Senior Instructional Designer | 2017 – 2020

From 2017 to 2020, as Senior Instructional Designer for IPG's Data and Technology business, Kinesso, I developed diverse learning experiences for the company's various agencies and customers.

After building and launching customer education programs for two other advertising tech companies, I returned to Kinesso in 2021 as Director, Product Enablement. In this role I manage a team of content developers, designers, and trainers to lead Kinesso's evolving product training and certification programs for its growing customer base.

YAHOO

Customer Education Manager | 2021

As Customer Education Manager at Yahoo, I supported the development of the company's online B2B customer education program and led the broader customer onboarding strategy for the Yahoo Demand Side Platform (DSP). As part of the Strategic Solutions team, I collaborated with the commercial, product management, and client success teams to develop effective solutions for Yahoo's wide range of clients.

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's online customer education program. As part of the 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.

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.