

Barry Shafrin

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Education

KELLOGG SCHOOL OF MANAGEMENT

2018 - 2020

SEGAL DESIGN INSTITUTE, MCCORMICK SCHOOL OF ENGINEERING NORTHWESTERN UNIVERSITY

Evanston, IL

MMM Dual Degree Candidate, MBA and MS in Design Innovation, June 2020 (GMAT: 760, 2018 Dean's List)

- *Leadership*: MMM Program VP of Academics, Innovation+Design Trek Leader, Pride@Kellogg
- *Winner, Lowe's Business Design Challenge*: Developed and pitched customer segmentation framework and UX interface
- *Codeverse, Analytics & Growth Intern*: Ran SQL customer cohort analysis, identifying \$50K+ in monthly misallocated revenue
- *Living Book Company, Creative Consultant*: Designed pitch deck for startup's initial investor round

HARVARD UNIVERSITY

2005 - 2009

Artium Bacheloris (A.B.), Major: Psychology, Minor: Dramatic Arts

Cambridge, MA

- Awards: Elliot for Theatre (2 of 800), Signet Society of Arts & Letters (60 of 6600), Grant for Teaching (1 of 40)

Experience

SYPARTNERS

Summer 2019

Strategy Intern

New York, NY

- *Developing transformation agendas*: Coached and partnered with CEO and Executive Team of \$1B+ private aviation company to create and articulate transformational business priorities and 3-year strategic roadmap for staff of 300+
- *Building narratives*: Crafted pitch deck and competitive landscape analysis to support launch of first women's history museum in DC
- *Promoting diversity and inclusion*: Spearheaded planning and execution of SYP's first-ever Pride celebration in their 25-year history

CATES TUTORING AND EDUCATION SERVICES (growth-stage educational startup)

2017 - 2018

Product Manager, Curriculum & Training

New York, NY

- *Launching new products*: Appointed by CEO to lead a cross-functional team in prototyping online data platform to unify teaching methods, gather longitudinal student data, and differentiate company from competitors, ultimately raising student performance 42%
- *Leading cultural change*: Conducted primary research to diagnose staff pain points, ultimately creating initiatives to rebuild staff onboarding, launch an online resource library, and build 1:1 staff mentorship program for new hires

SUCCESS ACADEMY CHARTER SCHOOLS

2016 - 2017

Parent Engagement Marketing Manager

New York, NY

- *Directing customer research*: Translated key behaviors and frustrations from 2200+ customer interviews into comprehensive journey map, distilling data-driven recommendations for SVP which streamlined process redundancies 10%
- *Crafting customer-centric messaging*: Led qualitative research investigating how one-size-fits-all marketing was not reaching full range of potential customers. Built model to merge census data with previous outreach campaigns, pinpointing underserved customer segments and creating more targeted outreach effort which increased applications 190%
- *Channeling presentation experience for collective growth*: Built 35+ events and lectures for audiences from ranging 10-500, introducing peer coaching curriculum on presentation skills and persuasion psychology with 65% staff participation

CATES TUTORING AND EDUCATION SERVICES

2012 - 2016

Hiring Manager, 2015-2016; Senior Tutor, 2012-2016

New York, NY

- *Maximizing engagement through data*: Created analytic toolkit to analyze student performance and publish results to parent-accessible database, reducing administrative task time by 17% and generating a robust and loyal client referral network
- *Leading inclusion efforts*: Launched nonprofit partnerships reaching 500+ low-income students across US & UK

PROFESSIONAL ACTOR

2009 - 2015

Performer in 40+ productions, workshops, and concerts; Member of Actors Equity Union

Across two dozen states

Additional Information

- *Talma Israel Program*: Summer ESL Teacher, advised Israeli Ministry of Education on strategic plan to double program size (2015)
- Proficient with design, research and data visualization tools: Adobe Creative Suite, DScout, R, Ruby, Sketch, SQL, Stata, Tableau
- Interests: theater, biking, American modern art 1920-1960, US politics, podcasts