

Samantha Barrow

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SV Academy, San Francisco, CA (Remote)

Senior Director, Program Operations..... 05/ 2019 – Present

- Oversee the building and continuous improvement of program operations, including lead ways to automate and reduce time on operational tasks across the business; Evaluate and own the implementation of new system roll outs, including Confluence and JIRA
- Build, consolidate and iterate on current processes, documenting all relevant parts of the SV Academy operating model to create a framework for rapid growth

General Assembly, New York, NY

Director, Consumer Operations..... 11/ 2018 – 05/2019

- Develop and drive initiatives to meet program quality health metrics, including a 19% decrease in withdrawal rates YoY and a global NPS of 40+.
- Direct management of Consumer Ops team members; matrix management of the Student Experience and Campus Operations orgs, 30+ team members across 16 campuses, servicing 8,000 PT and FT students
- Work cross-functionally with HQ teams to design a frictionless customer experience, continuously improve local and global program quality, and ensure programs meet regulatory guidelines.

Manager, Consumer Operations..... 01/ 2018 – 10/2018

- Conceptualize and implement new student engagement initiatives that reduced potential revenue loss by \$300k
- Partner with internal teams on program management best practices, change management initiatives, product updates and new product rollouts which account for \$2 million in revenue
- Define program health metrics and complete weekly analysis of market performance; triage issues and provide recommendations for improvement that resulted in a 10% decrease in student withdrawals
- Identify opportunities for training and development at the individual level for Student Experience and Campus Operations team members, which lead to a 2 year retention rate of 80% and an employee NPS of 58
- Develop monthly PD sessions and provide ongoing group professional development focused on individual excellence; improved customer response times by 20%

Operations Specialist..... 03/ 2016 – 12/2017

- Evaluate and revise processes to create scalable and sustainable infrastructure across 15 global campuses; drove 100% adoption of Front email system to support customer touchpoints, implemented unified response SLAs for all customer communication including the automation of multi-faceted pre-course onboarding to new programs.
- Develop standard operating procedures for all aspects of the student experience; establish global baseline health metrics and remediation processes for campuses, create weekly campus level reporting for leadership.

Catapult Learning, Brooklyn, NY

Data and Compliance Supervisor..... 09/2010-01/2015

- Develop and implement operational and compliance procedures aligned with company and client requirements; continually evaluate and modify these procedures to address changing client and company needs
- Directly supervise data for team of 90+ teachers; identify and fulfill training needs, provide feedback and follow up actions to Instructional Supervisors and Regional Directors
- Conduct site visits to ensure teacher compliance to Title I guidelines, identify, address and resolve issues

Education and Certifications

M.Ed., Education and Human Resource Studies, Adult Ed. and Training Specialization, Colorado State University

B. Tech, Graphic Arts Production Management, Cum Laude, NYC College of Technology