

WILBUR SALAZAR, MBA

Santa Ana, CA 949-836-6127

wilbursalazar@gmail.com | [Linkedin.com/in/wilbursalazar/](https://www.linkedin.com/in/wilbursalazar/)

Professional Summary

Innovative and results-driven Learning Experience Designer with over 5 years of experience in creating and delivering adaptive, multi-modal learning solutions. Seeking to leverage advanced facilitation skills, strong background in instructional design, leadership, and sales.

Professional Experience

Financial Advisor – Garden Grove, CA

Edward Jones Investments, *March 2023 – Present*

- Conduct comprehensive financial analysis, including retirement planning, estate planning, and tax strategies.
- Manage portfolio of over \$10 million, optimizing asset allocation goals.
- Educate clients about investment products, portfolio performance, & risk; ensure compliance

Instructor – Los Angeles and Irvine, CA

Online Trading Academy, *March 2019 – March 2023*

- Independently developed and facilitated onboarding/training curriculum, contributing to award-winning and record-breaking sales performance for the FY2021; improved SOPs and training outcomes
- Collaborated with stakeholders to create impactful, fit-to-purpose learning experiences aligned with business goals and learner needs; quantified and tracked end-client feedback and implemented improvement, with 95% positive course ratings
- Led in-person and virtual learning workshops, tailoring instructional methods to accommodate various learning styles.

Marketing Director – Garden Grove, CA

UFC Gym, *March 2016 – Dec 2018*

- Curated and developed learning content, ensuring alignment with organizational strategy and learner needs for personal trainers, management, and other stakeholders.
- Created educational multimedia; edited photos, videos, and wrote content; presented to clients
- Fostered an inclusive and supportive learning environment, accommodating diverse learner backgrounds

Education

Western Governors University – *Master of Business Administration, July '24*

Western Governors University – *Bachelor of Science in Business Administration, Nov '21*

Core Competencies

Advanced Facilitation Skills | Instructional Design | User Experience Research | Audacity | Financial Services Knowledge | Articulate 360 | Adobe Creative Cloud | Written & Verbal Communication | Learning Management Systems

Projects

Learning Coach for Graduate and Undergraduate Students

- Designed and facilitated in-person and online instruction sessions, teaching students how to improve their learning outcomes, leading to 50% to 75% faster graduation rates; applied ADDIE model and latest learning research

Awards

- Writing Excellence Award
- Certificate of Special Congressional Recognition

Memberships

- US Distance Learning Association
- American Mensa
- American Finance Association
- National Economists Club

Languages

- Spanish (native)
- Portuguese (professional)
- English (native)

Licenses

- Securities Industry Essentials (SIE)
- Series 7
- Series 66
- California Life, Accident, & Health Insurance