

XAVIER WONG

Bilingual Marketing, Sales Enablement & Operations Leader

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PROFESSIONAL SUMMARY

Marketing, sales enablement, training, and operations professional with 9+ years of experience leading digital growth, CRM workflows, program expansion, team training, and operational execution across healthcare education, financial services, and service-based environments. Known for building scalable systems, improving lead conversion, developing bilingual training materials, and translating complex programs into clear customer and team experiences.

SELECTED IMPACT

- Increased lead generation by 400% through targeted digital campaigns, CRM workflows, and funnel optimization.
- Scaled digital audience to 20,000+ followers, improving engagement, visibility, and lead conversion.
- Supported revenue growth from approximately \$40K to \$170K per week by aligning marketing, sales processes, team training, and operations.
- Coordinated and promoted large-scale training, recruitment, and community events with 800-3,000 attendees.
- Implemented Salesforce CRM and marketing automation workflows to improve lead tracking, segmentation, follow-up, and enrollment operations.

CORE COMPETENCIES

Sales Training & Enablement	Digital Marketing Strategy	Operations Management
CRM & Marketing Automation	Lead Generation & Conversion	Bilingual Communication
Virtual & Instructor-Led Training	Team Coaching & Development	Business Development
Program Launches & Expansion	Event Coordination	Performance Tracking & Reporting
Sales Process Support	Curriculum & Training Materials	Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Elite American Dental Lab LLC | *Entrepreneurial Project* | Miami, FL

Founder / Operations & Marketing Lead | Jun 2024 - Present

- Lead business development, client acquisition, vendor coordination, digital workflow, logistics, and local service positioning for a dental laboratory serving South Florida dental offices.
- Oversee marketing campaigns, sales outreach, client communication, case coordination, and operational processes to support growth in the dental industry.

Solidaridad Sin Fronteras (SSF) | *Healthcare Education Organization* | Hialeah, FL

Director of Marketing, Sales Enablement & Training Operations | Jan 2020 - May 2026

- Led marketing, training, digital transformation, business development, and operational strategy for an organization serving tens of thousands of members and students across the United States.
- Developed and delivered bilingual training, onboarding, and program guidance for staff, instructors, sales/admissions teams, and students across virtual and in-person formats.
- Created scripts, training materials, follow-up processes, CRM workflows, and performance-driven communication strategies to support sales and enrollment teams.
- Designed and executed digital campaigns that increased lead generation by 400% and supported enrollment growth across multiple programs and markets.
- Managed social media strategy, website administration, Google Ads, Meta advertising, email campaigns, landing pages, and conversion-focused digital content.
- Played a key role in keeping the organization fully operational during COVID-19 by leading online training strategies, virtual student communication, registration workflows, and alternative service models.
- Coordinated large-scale events, job fairs, and training initiatives with 800-3,000 attendees, managing promotion, logistics, audience experience, and stakeholder communication.
- Supported the growth of healthcare education programs including Medical Assistant, Phlebotomy, EKG, Dental Assistant, Surgical Assistant, CNA Review, NCLEX Review, RBT Review, CPR/BLS, ACLS, and related programs.

Solidaridad Sin Fronteras (SSF) | Hialeah, FL

Marketing Director | Mar 2017 - Dec 2019

- Managed digital marketing strategy, content creation, social media scheduling, Google Ads, Meta/Facebook advertising, email marketing, website updates, video editing, YouTube content, and online lead generation campaigns.
- Partnered with sales, admissions, instructors, and leadership to improve campaign performance, student communication, brand visibility, and enrollment results.

Solidaridad Sin Fronteras (SSF) | Miami, FL

Marketing Assistant, Part-Time | Aug 2016 - Feb 2017

- Supported digital marketing activities, social media content, campaign coordination, website updates, lead follow-up, promotional materials, and administrative marketing tasks while working part-time.

Amscot Financial | Miami Lakes, FL**Assistant Leader** | Sep 2016 - Mar 2017

- Promoted from Financial Services Associate to Assistant Leader after three months based on performance, reliability, and operational knowledge.
- Supervised daily branch operations, trained Financial Services Associates, handled closing procedures, supported customer service escalations, and ensured compliance with company policies.
- Conducted debt collection calls, supported financial service transactions, and helped maintain an efficient, compliant, and customer-focused branch environment.

Amscot Financial | Miami Lakes, FL**Financial Services Associate** | Jun 2016 - Sep 2016

- Provided customer service, payment processing, account support, financial transaction assistance, compliance-based procedures, and general branch support in a fast-paced environment.

SUBWAY | Miami, FL**Store Manager** | Mar 2016 - Jun 2016

- Promoted from Sandwich Artist to Store Manager after demonstrating strong performance, reliability, customer service skills, and operational responsibility.
- Managed customer service, food preparation standards, cash handling, inventory control, opening and closing procedures, team supervision, staff training, scheduling support, and overall store performance.

SUBWAY | Miami, FL**Sandwich Artist** | Dec 2015 - Mar 2016

- Provided customer service, prepared food orders, maintained cleanliness standards, supported daily store operations, handled transactions, and ensured a positive customer experience.

Equilibrio LLC | *Miami-Based Sales & Telemarketing Company* | Ecuador / Miami**Branch Manager - Sales & Call Center Training** | Mar 2010 - Jun 2015

- Managed and supervised an Ecuador-based telemarketing sales branch supporting U.S. operations and bilingual sales initiatives.
- Recruited, trained, and onboarded Spanish-speaking sales representatives focused on phone-based sales and customer engagement strategies.
- Trained representatives on a structured five-stage sales process including lead qualification, product presentation, objection handling, closing strategies, and customer follow-up techniques.
- Generated and analyzed sales performance reports for Miami leadership teams and coordinated communication between U.S. leadership and Ecuador-based staff.

Frantellog | Ecuador**Administrative Assistant** | Jan 2007 - Dec 2009

- Supported front desk operations, licensing processes, document organization, customer service, shareholder information updates, and basic accounting support.

EDUCATION

Florida International University - Marketing Online MBA (USA)

Machala's Technical University - Major in Marketing (Ecuador)

TOOLS & PLATFORMS

Salesforce CRM | Google Classroom | Virtual Training Platforms | Zoom | Google Meet | Webinar Tools | Mailchimp | Meta Business Suite | Google Ads | Google Analytics | Canva | Adobe Photoshop | Wix | WordPress | Event Registration Systems | Microsoft Office | Google Workspace

LANGUAGES

Spanish: Native | English: Professional working proficiency