

Vince Moretto Álvarez

INSTRUCTIONAL DESIGN | MULTIMEDIA LEARNING | SALES ENABLEMENT

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PROFESSIONAL SUMMARY

Learning and communications professional with experience designing e-learning, onboarding curricula, training videos, and job aids. Partners with leaders and subject matter experts to turn complex operational information into practical resources for distributed sales teams.

CORE EXPERTISE

ADDIE • Curriculum development • Adult training • SME collaboration
Multimedia production • Training evaluation • Employee communications

PROFESSIONAL EXPERIENCE

B2B Sales Enablement Lead | Wayfair Professional

2020-Present

Scope: Communications & Engagement and Sales Enablement

- Apply the ADDIE instructional design framework to develop e-learning, training videos, and job aids that translate sales processes into clear guidance for remote and hybrid teams.
- Partner with sales leaders, subject matter experts, and communications teams to define audience needs, organize content, and review materials for accuracy.
- Produce Weekly Watch, a recurring internal video series connecting employees with business updates, leaders, and colleagues; own editorial planning, scripting, production, and publication.
- Develop training videos from audience goals and storyboards through editing and stakeholder review, refining pacing, audio, captions, and branding.
- Coordinate Slack and newsletter communications, aligning messages, graphics, resources, and approvals with the editorial calendar.
- Led training pilots for groups of 10-50 representatives, developing resources with scalability and remote delivery in mind.
- Use AI-assisted tools to develop and refine scripts, communications copy, and visual assets throughout the content production process.

B2B Frontline Trainer | Wayfair Professional

2018-2020

- Developed new-hire curricula with sales leaders and facilitated a four-week onboarding program for Wayfair Professional representatives.
- Created a training follow-up model to evaluate effectiveness and identify opportunities to improve the program.
- Provided ongoing training and support as representatives moved from onboarding into their sales roles.

Field Sales Manager | Samsung

2013-2018

- Supported training for a salesforce of 150 mobile representatives in partnership with the training team; facilitated sessions with third-party vendors.

TOOLS

E-learning: Articulate Rise 360 and Storyline

Video and design: Final Cut Pro, Synthesia, Canva, Adobe Creative Suite

Productivity and automation: Google Workspace, Google Apps Script, AI-assisted content tools

EDUCATION AND LANGUAGES

Bachelor's Degree in Business | University of Phoenix | 2016

English and Spanish