SASHA GILBERT, MBA

HR & WORKFORCE DEVELOPMENT | TALENT SELECTION | PERFORMANCE MANAGEMENT

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PROFESSIONAL SUMMARY

HR and workforce-development professional with a BBA, an MBA in Project Management, and extensive experience across candidate screening, onboarding, training, performance management, coaching, regulated operations, and business leadership. At Virtual Financial, supported talent selection and led a centralized onboarding, training, performance-support, and ongoing-development system serving seven large, independently led teams across all four U.S. time zones. Earlier small-business leadership included staffing, onboarding, scheduling, records, procedures, compliance, and day-to-day personnel matters. Brings strong consultative communication, documentation, analytical problem solving, cross-functional partnership, and current working knowledge of FMLA, ADA/accommodations, and employment-law fundamentals through ongoing independent study and practical research.

CORE EXPERTISE

Talent Acquisition & Onboarding: Candidate Screening | Interviewing | Selection Support | Onboarding | Distributed Workforce

HR Partnership & Communication: Manager Partnership | Employee Communication | Policy & Procedure Communication | HR Training | Executive Presentations

Operations & Improvement: Cross-Functional Projects | Process Improvement | Root-Cause Analysis | Records & Workflow Coordination

Performance & Development: Performance Evaluation | Coaching | Development Plans | Remediation | Follow-Through

HR Compliance Knowledge: FMLA | ADA & Accommodations | Employment-Law Fundamentals | Documentation | Confidentiality

Systems & Technology: Microsoft 365 | Teams | Zoom | Salesforce | Dynamics 365 | HubSpot | ActiveCampaign | LMS Platforms

PROFESSIONAL EXPERIENCE

Marketing Director | Team Leader & Licensed Insurance Agent — 2021-2025

Virtual Financial | Remote

- Led a centralized onboarding, training, performance-support, and ongoing-development system serving seven large, independently led insurance teams across all four U.S. time zones, creating consistent readiness expectations, resources, coaching, and follow-through for a distributed workforce.
- Conducted initial screening interviews for independent insurance-agent candidates across all seven teams; assessed fit, advanced qualified candidates through a rotating manager selection process, and made final selection decisions for candidates assigned to my own team.
- After selection, all agents across the seven teams returned to the shared development system I led for onboarding, live training, systems and process education, performance evaluation, coaching, remediation, and ongoing development.
- Partnered with team leaders and executives to address performance and people-development needs using live call listening, QA reviews, learner questions, surveys, post-training review, and performance observations; distinguished knowledge gaps from process, system, confidence, or execution issues.
- Created and maintained onboarding playbooks, process documentation, job aids, scripts, quick-reference guides, assessments, knowledge checks, and systems-training resources to improve consistency, documentation quality, and manager support.
- Built structured performance-evaluation and coaching approaches for new and struggling agents, documenting performance gaps and translating them into targeted development plans, remediation, reinforcement, and follow-up.
- Diagnosed a knowledge-access problem in which agents could require roughly 30 clicks and multiple pathways to find critical information; consolidated resources and clarified workflows to reduce friction and improve day-to-day performance support.
- Met weekly with the CEO and leadership team to present quality and performance findings, recommend training or process interventions, communicate changes, demonstrate new resources, and discuss implementation progress and emerging workforce needs.

Online Instructor | Virtual Trainer | Trainer/Interviewer — 2015-2021

ZebraEnglish & Online Education Providers | Remote

- Delivered high-volume virtual instruction, onboarding support, coaching, and performance feedback in a distributed international environment, at times exceeding 50 hours per week of live delivery.
- Served as a ZebraEnglish trainer/interviewer, screening applicants and new-hire instructors, reviewing recorded classes, assessing performance against defined standards, documenting development needs, and providing targeted coaching.
- Analyzed QA and observation findings to identify recurring performance gaps, then developed training, documentation, demonstrations, and coaching resources aligned to those needs.
- Met weekly with the Beijing-based team to present quality findings, training materials, and recommendations; adapted communication, training, and support based on performance trends, policy changes, and stakeholder feedback.

Independent Educational Content Developer & Digital Operations Lead **Aug 2025-Present**
Self-Employed | Remote

- Lead independent research, content development, digital operations, quality review, publishing workflows, and audience-education projects from discovery through release.
- Maintain organized records, templates, repeatable workflows, quality standards, and AI-assisted review processes while translating complex source material into clear, structured resources.

LEADERSHIP & ADDITIONAL EXPERIENCE

Owner / Director **2011-2015**
Learn n Play Daycare

- Directed licensed small-business operations including staffing, interviewing and onboarding, scheduling, personnel and regulatory records, procedures, compliance, performance expectations, confidential information, purchasing, and day-to-day employee and customer issues.

Adjunct Professor **2004-2010**
Killian Community College & Colorado Technical University - Sioux Falls Campus

- Designed and facilitated undergraduate Human Resource Management and Supervision courses, along with Business Writing and Economics, plus graduate Project Management; developed objectives, presentations, assignments, rubrics, assessments, and online learning activities.

Customer Retention Specialist **2001-2004**
Citibank, N.A.

- Worked in a regulated, metrics-driven financial-services environment balancing customer retention, service quality, policy compliance, accurate documentation, needs assessment, and performance expectations.

Call Center Sales & Customer Service **1996-2001**
Gateway Computers

- Handled inbound and outbound technology sales and customer-service interactions, assessed needs, explained complex products in plain language, navigated multiple systems, and maintained documentation in a performance-driven environment.

EDUCATION

Master of Business Administration (MBA), Project Management emphasis | Colorado Technical University | 2003
Bachelor of Business Administration (BBA) | University of South Dakota | 2000
Doctoral Study, Educational Administration (Higher Education), ABD | University of South Dakota

PROFESSIONAL DEVELOPMENT & CERTIFICATES

The ADA and Employment (Title I) | New England ADA Center | Oct 2026 • Certificate of Completion
BUS301: Human Resource Management | Saylor University | Oct 2026 • 24 course hours | 2.4 CEUs | 96%
PRDV230: Create a Workplace Conflict Resolution Policy | Saylor University | Oct 2026 • 13 course hours | 1.3 CEUs | 95.83%

SELECTED TECHNOLOGY

Microsoft Word | Excel | PowerPoint | Outlook | Teams | Zoom | Salesforce | Microsoft Dynamics 365 | HubSpot | ActiveCampaign | Google Workspace | Blackboard | Moodle | Canvas | LMS Platforms | AI-Assisted Productivity & Research