

Jordyn Delarosa, MA

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MEDICAL EDUCATION MANAGER, INSTRUCTIONAL DESIGNER

Experienced educator, medical device consultant, writer, instructional designer, editor, and trainer/mentor. Expert in developing training curriculum and content for all learners. Clinical knowledge specialist and subject matter expert in instructional design, adult learning theory, orthopedics, foot & ankle, sports medicine, and biologics. Accomplished manager with experience creating digital resources, medical event planning, and leading cadaveric demonstrations.

SKILLS

Curriculum Development & Alignment | Data Analysis | Business Development Training & Coaching | Content Writing
Marketing & Communication | Consulting | Tradeshows & Events | Budget Projection | Webinar Administration

EDUCATION

Bachelor of Arts and Science, Major: English, Minor Communications

University of Illinois, Urbana-Champaign, IL

Master of Arts and Education, Secondary Education Curriculum Design and Instruction

University of Phoenix, Chicago, IL

Post-Graduate Program, Composition and Literature

Oxford University, Oxford, England, UK

Professional Educator's License, Illinois, 2026072

PROFESSIONAL EXPERIENCE

MedTrainer, Remote (Freelance)

2022 - Present

Instructional Designer, Editor

Instructional designer and editor for various topics including healthcare and behavioral health. Creation of storyboards for new LMS modules and edits for previously made modules with current scholarly sources.

- Created innovative lesson plans for a variety of healthcare and behavioral healthcare topics.
- Designed comprehensive storyboards and outlines.
- Used of ADDIE instructional design to create engaging lessons.
- Proficient application of andragogy to design lessons.
- Built clinically accurate lessons that pass regulatory standards.
- Edited content to ensure suitability for LMS modules.
- Researched current scholarly sources providing references.
- Proposed visual design.
- Webinar host
- Independent time management to meet deadlines.

Stryker, Los Angeles (Remote with nationwide travel)

2021 - 2023

Associate Medical Education Manager

As the Subject matter expert in sports medicine product line, collaborated with regional managers and sales reps nationwide to meet educational goals to support sales. Acted as the liaison between the sales team, marketing, and KOLs to further the product education goals. Executed webinar administration and data analysis for the Sports Medicine fellowship program.

- Built a reproducible workflow protocol to manage organization, logistics, and multiple vendor ordering for educational events.
- Created content and managed educational monthly webinar series with KOL presenters including all marketing and communication.
- Increased the educational presence with surgeon customers and the sales force.
- Nationwide travel to assist surgeons at cadaveric labs, tradeshow demos, and events.
- Launched a re-brand of the tracking and data analysis website.
- Partner with KOLs and surgeon consultants.
- Plan educational events including cadaver labs, webinars, and assist with planning and execution at tradeshows.
- Manage accounts, invoicing, budgeting, and billing.

- Negotiated pricing and account facility contracts.
- Execution of logistics, shipping, ordering, and return of freight, human specimens, and disposable product.
- Continuing education with new products in the pipeline managing marketing goals and ensuring proper product education.

Stryker/Wright Medical, Los Angeles, CA

2019 - 2021

Sales Rep: Foot and Ankle, Biologics

Subject matter expert in foot and ankle and biologics. Rebuilt a struggling territory to rise to 5th in the country in sales growth during a national pandemic. ASR mentor and trainer.

- Increased sales revenue and maintain 100+% to quota
- Educated surgeons and HCPs on proper device usage.
- Trained nurses, surgeons, and hospital staff during in-service presentations.
- Mentored associate sales rep.

Gitelis Orthopedics, Remote (Freelance)

2016 - 2022

Medical Content Writer

Medical content writer and creator of all written content including website, marketing, patient communication, educational materials, and published articles.

- Content creator for website until practice closure: November 2022
- Instructional designer for educational materials and surgeon presentations.
- Designed marketing, patient correspondence, and wrote published articles.
- Ensured applicable statutes and laws that pertain to written medical content.

Arthrex, Chicago, IL & Houston, TX

2016 - 2019

Sales Rep/Biologics Specialist

Subject matter expert in sports medicine, foot and ankle, and biologics. Created a strong program including sales and an educational structure to train colleagues. ASR mentor and trainer.

- Increased sales revenue and maintain 100+% to quota sales.
- Joined a team of one other Bio specialist in Chicago to help Arthrex bio sales double in revenue and territory penetration.
- Built a program in Chicago that supported 3 regions and 12 territories in biologic sales growth and surgeon education.
- Hired as lead bio specialist in Texas to repair sales growth in 3 territories where I steadily increased sales from 30% to quota upon arrival to consistently 90-100% to quota.
- Provided resources, training, mentorship, and guidance for colleagues.
- Mentored and trained associate sales reps.
- Developed curriculum and training for new consultants.
- Consulted with surgeons in operating room and clinic.
- Subject matter expert in cell biology and biologics.

ADDITIONAL RELEVANT EXPERIENCE

High School Teacher, Student Teacher Mentor, Club Sponsor, and Coach

Curriculum development and alignment, editing, presenting materials, data analysis, student teacher mentorship, coaching, collaboration with colleagues, and public speaking.

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| • Morton High School, Berwyn/Cicero, IL | 2014 - 2016 |
| • Clark High School Hammond, IN | 2011 - 2014 |
| • Huntington Learning Center, Barrington, IL | 2009 - 2010 |
| • Richards Career Academy, Chicago, IL | 2006 - 2009 |