



LaToya Westbrooks Keeling

Founder of Wealthly
Personal Finance Expert

PROFESSIONAL BIO

LaToya Westbrooks Keeling is the Founder of Wealthly, a financial literacy platform empowering Gen Z and millennials to reach their personal finance goals through strategy, support, and technology.

LaToya began her career on Wall Street, working on the trading floor—an experience that sparked her curiosity about how everyday people could build wealth, not just institutions. Over time, her passion shifted toward personal finance and financial empowerment, leading friends, family, and colleagues to seek her guidance on eliminating debt, building wealth, and investing confidently in the stock market.

Before launching Wealthly, LaToya held roles at Meta, Citi, and JPMorgan Chase & Co. Today, she can be found coaching individuals, leading workshops, and speaking on panels and at conferences focused on financial literacy and wealth-building. Her mission remains clear: to close the wealth gap—one household at a time!

Want to connect? Email me at latoya@wealthlyliving.com.

EXPERIENCE

Wells Fargo
PayPal
JPMorgan Chase & Co.
Betterment
Citi

CONTACT

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EDUCATION

Florida State University
Bachelor of Science in Finance

Investment Licenses
FINRA SERIES 6
FINRA SERIES 63
NY LIFE INSURANCE