

Alex Rogers

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FINRA Series 7 (Inactive), Series 66

PROFESSIONAL EXPERIENCE

QA Test Engineer - Northwestern Mutual: Grand Rapids, MI (Remote)

MAY 2022 - PRESENT

- With financial planning expertise as a foundation, test and improve proprietary software using Agile and Scrum methodologies.
- Work cross-functionally with developers and product managers to create the best possible user experience for advisors and their clients.

Financial Planner - Brookstone Capital Management: Grand Rapids, MI

JUNE 2019 - FEB 2022

- Helped bring in over \$90 million in assets under management (AUM) by supporting investment advisors with client analysis, portfolio construction, and the development of financial plans with inStream, Morningstar Workstation, and more.
- Managed assigned advisor relationships, including guiding them through reports and providing advice to aid in proposal presentation and client acquisition.

Financial Advisor - Raymond James: Grand Rapids, MI

SEPTEMBER 2018 - JUNE 2019

- Networked and prospected to bring in over \$1,000,000 in AUM, including creating a sales process to generate strong leads via LinkedIn.
- Researched and developed customized investment portfolios.

Operations Supervisor - Staples: Holland, MI

JANUARY 2017 - AUGUST 2018

- Worked at Staples while I pursued graduate Seminary coursework and did freelance content marketing.
- Three time employee of the month recipient.
- Helped lead our store to rank near the top of the country in 2018 for sales metrics and customer satisfaction.

Content Strategist - Valorous Circle: Grand Rapids, MI

AUGUST 2016 - JANUARY 2017

- Wrote and used sales scripts for various outbound prospecting methods.
- Created proposals and graphics using the Adobe Creative Suite.
- Increased clients' search engine rankings, website traffic, and sales leads through the creation and execution of content marketing strategies, including blog and social media posts, email blasts, SEO, and SEM.
- Improved conversion of websites and landing pages by editing HTML and CSS.

E-Commerce Content Specialist - Family Christian: Grand Rapids, MI

OCTOBER 2013 - JULY 2016

- Optimized and created compelling copy for thousands of products to improve search engine ranking and increase e-commerce sales and developed landing pages in Magento and Wordpress.
- Headed up a rebranding of the company blog, including creating a content calendar and writing posts based on products, ministry stories, interviews with authors/musicians, and more.

EDUCATION

B.S. International Business - Kuyper College: Grand Rapids, MI

AUGUST 2010 - APRIL 2013

GPA: 3.5