

Nathan Rogerson

Sales / Marketing / Operations

Personal info



Nathan Rogerson

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Objectives

Use eleven plus years of insurance related experience to build a career foundation based on growth and unlimited possibility. A career that leads to not only financial rewards but personal satisfaction. Ideally develop and follow a business path that can continue to increase based on performance, hard work, and success.

Experience

March 2008 - Present

Manager of Sales Operations and Annuity Marketing

Sales Operations Duties

- Managed Payroll
- Track and Manage P&L for each sales person
- Coordinate new hire documents and on boarding for each sales person.
- Design and Implement an operations manual for the sales persons working inside institutional accounts.

Annuity Marketing Duties

- Communicate product and commission updates to field force.
 - Design and develop new strategies for agent recruiting
 - Host conference calls and webinars on product and sales strategies for agents.
 - Work closely with general agents and thier sub agents to generate more production.
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Experiences

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- January 1999 - March 2008 Vice President of Sales and Marketing
- Sales Duties
- Work to develop relationships with current book of business
 - Work leads to generate new clients.
 - Host seminars to generate new business.
- Marketing Duties
- Manage \$350,000 marketing budget.
 - Coordinate marketing activities.
 - Design and implement direct mail, radio and television campaigns.
- Operational Duties
- Manage downline agents
 - Help downline agents market and build new business.

Professional Qualifications

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- October 2000 Life and Health Insurance Licensing
July 2005 Property and Casualty Insurance Licensing
October 2005 Series 7 Training (not currently registered)
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Skills

Adobe Creative Suite	Good		Expert
Microsoft Office	Good		Expert
PHP	Good		Expert
Javascript	Good		Expert
HTML/CSS/JS	Good		Expert
