**Anastasia Petrovic Rock**

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**Career objective**: to participate as a team member, entry or mid-level, with a local, innovative organization that puts value on people and the products/services they are offering. I desire to be a part of a positive environment that promotes hard work, creativity, and community – while working together towards a common goal. A cultural fit within a dynamic organization is my top priority and I welcome the opportunity to contribute to its success.

Professional strengths: an experienced, marketing, communications, and sales support professional

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| --- | --- | --- |
| * Editorial Management | * Communications Planning | * Digital and Social Media Content |
| * Client Events/Trade Shows | * Sales Support | * Brand Management |
| * Sponsorship Opportunities | * Client Service/Call Center | * Regulatory/Compliance |

**EMPLOYMENT HISTORY**

**AMERICAN CENTURY INVESTMENTS, KANSAS CITY, MO (1986 – August 2015)**

*American Century Investments, with offices in Kansas City, New York, Mountain View, CA, London, and Hong Kong, is a global asset management firm with more than $150 billion under management.*

**Vice President, Investment Writing – Bend, OR (January 2015 – August 2015)**

* Led the writing team, whose responsibility is to create thought leadership and investment content for institutional decision-makers, advisors, and individual investors; align content to client needs
* Developing efficiency processes to increase productivity for portfolio commentary by 50%
* Created new quality control function for improved accuracy for investment content and data
* Partnered with technology firm, Narrative Science, to leverage artificial intelligence software in creating investment commentary; recently renegotiated contract to ensure efficient transmission of data
* Oversaw the publishing process of multiple content management systems; ensured taxonomy, processes, and training were operating efficiently
* Managed staff in several offices (Kansas City, Mountain View, CA, New York)

**Vice President, Client Communications – Kansas City, MO and Bend, OR (2007-2015)**

* Working closely with select advisors and the sales force, revamped communications to increase engagement, expand delivery media, and add higher level of relevant content
* Optimized creative services function through the implementation of brand standards, client service agreements, and new talent resources; developed creative strategy for brand campaign in-house
* Refined product collateral suite to meet the needs of the sales force but also increased efficiency through automation of previously manual updates; freed up team’s time for more strategic initiatives
* Engaged Accent Technologies to create a user-friendly repository for client presentations, while still maintaining controls to meet regulatory requirements; adoption rate 95%, and 30% overall fewer edits
* Collaborated with taxonomy specialist to create new categorization of all firm-wide content; facilitated sales involvement to ensure they could easily retrieve and share valuable content with clients
* Volunteered to manage, monitor, and govern the content portion of a newly created iPad app; participated in publishing systems integration of Adobe, Salesforce, and Wheelhouse assets
* Recognized as a trusted leader as evidenced through employee engagement surveys (BlessingWhite); “I trust my manager” question received 100% favorable response from direct report team

**Vice President, Intermediary Marketing – Kansas City, MO (2002-2007)**

* Partnered with key clients to leverage a 3-year sponsorship with Lance Armstrong and the LIVE**STRONG** Foundation, including speaking engagements and events; assisted with the successful launch of LIVE**STRONG** Portfolios (an asset allocation mutual fund product), exceeding the initial asset goal
* Coordinated client participation in the American Century Championship (ACC) celebrity golf tournament in Lake Tahoe, CA; this event continues to be the annual premier gathering for ACIs best clients
* Planned and staffed trade shows highlighting American Century products and services to advisor clients; engaged promotional products vendor to provide high-quality logo’d items for client opportunities
* Developed product and marketing collateral, serving both territory field sales and home office/national accounts in their interactions with clients and prospects
* Led a team of CRM professionals responsible for the integrity of client contacts and interactions
* Developed strategy and content for the investment professional section of the americancentury.com website; the site is dedicated to the intermediary channel, serving advisor, insurance and bank clients
* Oversaw marketing campaigns aimed at gathering new advisor clients and increasing existing advisor assets with American Century

**Director, Intermediary Marketing and Service (1992-2002)**

**Manager, Product Marketing (1991-1992)**

**Coordinator, Retail Advertising (1990-1991)**

**Manager, Investor Services (1988-1990)**

**Trainer, Investor Services (1987-1988)**

**Investor Services Representative (1986-1987)**

**LEAWOOD COUNTRY CLUB/INDIAN CREEK RACQUET CLUB (1984-1986)**

**Teaching Tennis Professional, USPTA Certified**

* Planned and organized tennis programs for adults and children; provided tennis instruction

**EDUCATION**

* FINRA licenses: Series 6, 63, and 24
* Oklahoma State University, Stillwater, OK; 3.73 GPA, B.S. Marketing; nationally-ranked tennis team member
* Graduate studies at University of Missouri- Kansas City; Rockhurst University, Kansas City, MO

**COMMUNITY**

* Bethlehem Inn, a homeless shelter in Bend, Oregon, Front Desk volunteer (2015 – present)
* Unicorn Theatre, a not-for-profit professional theater in Kansas City, MO, Board Member (2012-2014)
* Leukemia Mid-America Society Light the Night Silent Auction Chair (2013)
* Habitat for Humanity – an annual team-building activity in Kansas City (2009-2014)

**INTERESTS**

Road Cycling | Bikram Yoga | Hiking | Gardening | Travel | Cooking | 3 Labrador Retrievers + 1 Cat