

Christian Shannon

Sr. Analyst, Data Analytics

Profile

Versatile data analytics professional with 15+ years of progressive experience at Lincoln Financial Group, advancing from frontline service and operational roles into senior-level analytics and consulting. Proven expertise in data governance, ETL development, SQL, data visualization, and dashboard design, with a history of delivering high-quality, actionable insights that shape enterprise strategy. Adept at partnering across IT, business leaders, and cross-functional teams to optimize data processes, strengthen governance standards, and resolve data integrity challenges. Recognized for mentoring, process improvement, and change leadership, including initiatives that significantly increased efficiency and saved hundreds of hours in manual work. Known as a collaborative problem solver who bridges business needs and technical solutions to improve decision-making, enhance performance, and drive data-driven transformation.

Professional Experience

Sr. Analyst, Data Analytics / Sr. Consultant, Bus Metrics & Analysis Lincoln Financial Group | 2022-Present

- Lead the design, development, and deployment of dashboards, enabling business leaders to make data-driven strategic decisions.
- Leverage SQL, ETL, and visualization tools to deliver accurate, visually compelling reports aligned to stakeholder needs.
- Partner with IT, Cornerstone, and cross-functional teams to assess and optimize data management processes, enhancing data availability, accuracy, and quality.
- Troubleshoot and resolve data integrity issues to support enterprise-wide data governance and reporting initiatives.

Analyst, Application Development

Lincoln Financial Group | 2019-2022

- Designed and optimized automated ETL workflows using Informatica PowerCenter, ensuring efficient, dependable, and high-quality data integration.
- Led requirements gathering, design sessions, and code walkthroughs with product owners, analysts, and stakeholders to deliver business-aligned solutions.
- Collaborated with senior professionals to define data models, implement best practices, and establish development standards.
- Translated business strategy into actionable metrics, leveraging performance analysis to support enterprise decision-making.


Data Governance Consultant

Lincoln Financial Group | 2017-2019

- Analyzed business processes, metrics, and technologies to identify and mitigate data quality risks, and recommended improvements that enhanced data accuracy.
- Designed, implemented, and monitored SQL-based data profiles to ensure high-quality, reliable enterprise data assets.

CONTACT

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EDUCATION

Bellevue University

*Bachelor of Science (BS),
Data Science*

Bellevue, NE | 2024–Present

Metropolitan Community College

*Associate of Science (AS),
Information Technology*

Omaha, NE | 2016–2018

TECHNICAL SKILLS

Languages & Tools: SQL,
Dataiku, Tableau, ETL, Python

Data & Analytics: Data Analysis,
Data Mining, Data Visualization,
Report Optimization, Root Cause
Analysis

Other: Data Governance, Data
Modeling, Business Metrics &
Analysis

LEADERSHIP

Mentor

Alation Subject Matter Expert
(SME)

Data Advisory Group (DAG)
Representative

- Collaborated with cross-functional teams and stakeholders to develop data governance policies, procedures, and scalable data modeling using Enterprise Architect.
- Partnered with business leaders to prioritize data needs and analyze operational and analytical requirements, driving actionable insights and continuous data management improvements.

Lead

Lincoln Financial Group | 2014-2017

- Supervised, trained, and mentored employees, conducting quality reviews and ensuring adherence to standards.
- Developed procedural documentation and served as a
- subject matter expert on key enterprise initiatives, including:
 - Administration Replacement (Converge)
 - Pop the Bubble (Underwriting Kick-Out Quoting, Core & Worksite Member Services, SWAT Field Underwriting Authority)
- Coordinated the Universal Life Product for Group Protection, including process improvement initiatives that saved 637 processing hours (Nov 2015 – July 2016).
- Led root cause analysis for escalated service concerns, implementing solutions that improved efficiency, accuracy, and customer satisfaction.
- Organized executive-level communications, including town hall and leadership meetings.

Worksite Billing Coordinator

Lincoln Financial Group | 2013-2014

- Managed escalated billing and service issues, maintaining strong client and broker relationships through effective resolution strategies.
- Mentored and trained the Premium and Billing teams while creating procedural documentation to ensure consistency and knowledge transfer.

Service Account Manager/Regional Service Specialist

Lincoln Financial Group | 2008-2013

- Built and maintained strong client relationships by proactively addressing service issues, engaging directly with brokers, group administrators, and regional sales teams.
- Provided high-quality support through professional communication and thorough issue resolution.
- Served as a mentor for new Marketing Representatives and Service Account Managers, strengthening team performance and knowledge-sharing.
- Identified and proposed process improvement opportunities, enhancing operational efficiency.

Quality Analyst

Lincoln Financial Group | 2007-2008

- Analyzed data and reporting trends to evaluate business performance and identify areas for improvement.
- Supported the 2008 Quality Restructure Project by coordinating and analyzing key data sets.
- Reviewed and provided feedback for multiple functional areas, ensuring accuracy and compliance with quality standards.
- Mentored team members, trained staff, and updated QA manuals and enrollment documentation.

Inforce Service Representative / Inforce Service Representative II

Lincoln Financial Group | 2005-2007

- Provided service support on in-force and new business core coverages.
- Mentored team members in best practices, time management, and service accuracy.
- Consistently delivered high-quality work, achieving a 100% quality average in 2007.