

**KIRSTEN BELL****Freelance Communications Consultant | Writer**

Hi, I'm Kirsten. I'm a freelance communications consultant with a background in journalism and media, agency-style communications consulting, and employee engagement strategy. I have a passion for writing and have centered my career around compelling and accurate messaging. I've even brought that passion into my personal life, writing fiction novels as a hobby. In my world, data-driven content is king but you don't have a story unless you know how to tell it.

EXPERIENCE

FREELANCE COMMUNICATIONS CONSULTANT

Nov 2023 - present

- Consult clients on project-based communication strategies
- Develop and design communication material in conjunction with strategies

MANAGER, BENEFIT COMMUNICATION + ENGAGEMENT

MJ Insurance, Indianapolis, IN
Nov 2020 - 2023

- Led the communications team within our Employee Benefits department.
- Consulted 90+ clients on matters relative to employee engagement and benefit education.
- Designed, developed and implemented custom campaigns, or when necessary, advised on behalf of the client through a point solutions campaign.
- Utilized technology, data, and empathy to drive client success.
- Managed a 90+ client book/workload and a dual-state team.
- Introduced engagement KPIs into our annual Stewardship Report.
- Used our data analytics tool to drive messaging.

COMMUNICATION SPECIALIST

MJ Insurance, Indianapolis, IN
Feb 2016 - Nov 2020

ASSIGNMENT EDITOR

NewsChannel 5, Nashville, TN
June 2014 - Dec 2015

- Collaborated with local law enforcement, politicians, business professionals, church leaders, residents and others to develop accurate, timely and engaging stories.
- Audited press releases and sound bites for vital information.
- Managed our reporters' work flow, assigning those stories to team members and coordinating the appropriate broadcast.
- Wrote and edited on-air and web-ready news stories.
- Prepped folks for interviews and running scripts.
- Managed newsroom Twitter and Facebook pages.
- Transitioned tapes to digital files.

ASSOCIATE PRODUCER

NewsChannel 5, Nashville, TN
May 2011 - June 2014

GRADUATED FROM MARIAN UNIVERSITY | 2011

BA Communication, Concentration in Writing and Rhetoric
Scholarship: Track and Field

WHAT I'M GOOD AT

- Employee Benefits/Total Compensation Engagement
- Media Relations, Press Releases, Public Relations
- Adobe Creative Suite
- Story Telling, Crafting a Narrative, Writing
- Data Analytics
- Social Media
- Event Planning, Budget Management