

Kirsten Bell

manager, benefits communication + engagement

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Hi, I'm Kirsten. I'm a former journalist turned employee engagement manager and have a passion for enhancing workplace culture. With my desire for non-stop innovation, I've successfully imagined, designed and implemented four value-creation projects within my current company.

These projects include founding our educational series, mentorship program, client experience playbook, and Innovation team. I also proudly sit on my company's Diversity, Equity and Inclusion Council. Yet, being voted funniest woman is still the badge of honor I wear most proudly.

What I've been up to

MANAGER, BENEFIT COMMUNICATION + ENGAGEMENT

MJ Insurance, Indianapolis, IN
Nov 2020 - present

I currently lead the communications team within our Employee Benefits department. I consult our clients on matters relative to employee engagement and benefit education while designing, developing and implementing custom campaigns, or when necessary, advising on behalf of the client through a point solutions campaign.

COMMUNICATION SPECIALIST

MJ Insurance, Indianapolis, IN
Feb 2016 - Nov 2020

My consulting revolves around three main employee experiences which include on-boarding, year-round benefits and employee-culture engagement, and Open Enrollment. While the backbone of my teams' work revolves around employee benefits, it's technology, data, and empathy that ultimately will drive client success.

ASSIGNMENT EDITOR

NewsChannel 5, Nashville, TN
June 2014 - Dec 2015

I currently manage a book of 100 clients with the help of my amazing team. I also introduced engagement KPIs into our annual Stewardship Report and use our data analytics tool, Aperture, to drive my messaging. My success is based off the optimal utilization of benefits and "optimal utilization" is based off the data. My favorite thing is a story but data's cool too.

ASSOCIATE PRODUCER

NewsChannel 5, Nashville, TN
Nov 2012 - June 2014

I collaborated with local law enforcement, politicians, business professionals, church leaders, residents and others to develop accurate, timely and engaging stories. I managed our reporters' work flow, assigning those stories to team members and coordinating the appropriate broadcast.

INTERN | PRODUCTION

NewsChannel 5, Nashville, TN
May 2011 - Sept 2011

My day to day involved writing and editing on-air and web-ready news stories, prepping folks for interviews and running scripts. I also owned our newsroom Twitter and Facebook pages.

I spent most of my time transitioning tapes to digital files and contributing to social media. I also ran scripts, prepped sets for lifestyle segments and ran sound at remote filmings.

GRADUATED FROM MARIAN UNIVERSITY | 2011

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

What I'm good at

- Story Telling / Crafting a Narrative
- Writing
- Adobe Creative Suite
- Data Analytics
- Microsoft Office
- Social Media
- Email Marketing
- Event Planning and Budget Management

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