

KIRSTEN BELL

employee engagement strategist



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Hi, I'm Kirsten. I'm a former journalist turned employee engagement strategist 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. Yet, being voted funniest woman is still the badge of honor I wear most proudly.

WHAT I'VE BEEN UP TO

COMMUNICATION SPECIALIST

MJ Insurance, Indianapolis, IN
Feb 2016 - present

I currently function as a Communications Specialist 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.

I currently manage and run 25 custom client campaigns and roughly 100 semi-custom client campaigns. 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.

ASSIGNMENT EDITOR

NewsChannel 5, Nashville, TN
June 2014 - Dec 2015

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.

ASSOCIATE PRODUCER

NewsChannel 5, Nashville, TN
Nov 2012 - June 2014

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.

PARALEGAL

The Law Office of Donald Zuccarello
Jan 2012 - Nov 2012

I would answer client questions and help organize our attorney's day-to-day schedule. I also handled office management and administrative duties.

INTERN | PRODUCTION

NewsChannel 5, Nashville, TN
May 2011 - Sept 2011

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 Narrative
- Writing
- Adobe Creative Suite
- Microsoft Office
- Social Media
- Email Marketing
- Event Planning and Budget Management

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