

KRISTEN S SHEJEN

Creative and energetic manager who excels at marketing, project management, analysis, strategic problem solving and communications. Has demonstrated acumen and sincere passion for motivating teams, launching sales contests, and fostering innovation. Proven ability to enthusiastically balance system and business projects to successful completion.



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MARKETING SPECIALIST

Created and implemented project plans for year-end awards, company conferences and other projects.

Developed and implemented new sales contest to motivate career agents. Promoted "integrated sales campaign," connecting operational areas of multiple lines of business.

FINANCIAL CONSULTANT

Designed and implemented tools to develop general agents in the financial operations of their businesses.

Partnered with VPs to develop, implement & review annual budget and business plans.

DIRECTOR FIELD ACHIEVEMENTS

Design and execute two major sales campaigns while leading effort across company to coordinate other sales campaigns. Coordinated marketing activities with 2006 exceeding the goal for the first time in 20 years.

Set conference thresholds for 3 major incentive conferences, determine conference qualifiers. Refined qualification thresholds to align with target demographics in 2011.

Actively managed and promoted web-based database rewards program, supporting 3,000+ users. Included vendor relationship management and content management.

STRATEGY CONSULTANT

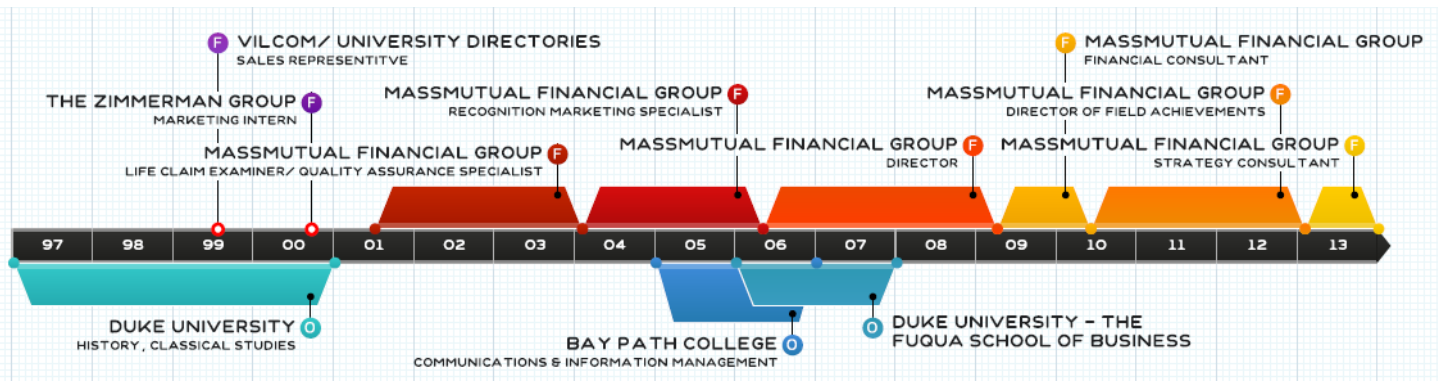
Implemented strategic alliance with Liberty Mutual to make P&C product suite available to MassMutual career agents.

Developed projection tool for sales management and participating in Field Leadership Initiative to redesign Sales Manager career path and compensation plan.

ACCOLADES

2003 Chairman's Innovation Finalist
"Reengineering Life and Annuity Claims"

2002 Service Star Award, recognizing top 50 employees for customer services

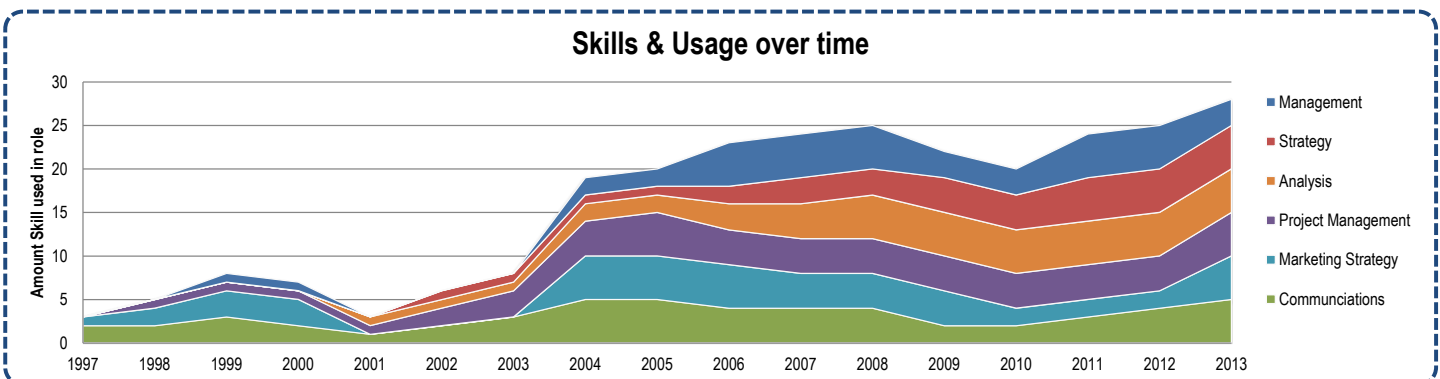


BAY PATH MS KEY COURSES INCLUDE

HTML Programming, Professional Communication Strategies, Innovation and Technology, Finance, Knowledge Management, Database Decision Systems, Computer Forensics and International Project Management.

FUQUA MBA KEY COURSES INCLUDE

Marketing Strategy, Customer Relationship Management (CRM), Decision Modeling, Accounting, Cost Accounting, Corporate Strategy, Technology Strategy, Negotiations, Operations, Finance, Global Economics and Statistics.





- 02/2013 – Present** **MassMutual Financial Group** **Springfield, MA**
Distribution Strategy Consultant
 Provide clear analysis, insight and recommendations for the improvement of the career agency system. Assist in the planning and development of organization objectives, medium/long-range and strategic plans, and identification of organization strengths/weaknesses/opportunities/threats.
- 07/2010 – 02/2013** **MassMutual Financial Group** **Springfield, MA**
Director, Field Achievements
 Direct recognition efforts and persistency analysis for agents, sales managers and general agents. Act as face of recognition to the field and home office, create and implement recognition presentations at conferences and coordinate efforts across business areas. Develop programs to support and drive achievement of key company and sales force objectives. Designed & implemented new Sales Manager recognition program.
- 04/2009– 07/2010** **MassMutual Financial Group** **Springfield, MA**
Field Financial Consultant
 Coached MassMutual's general agents and sales force on the financial principles and issues associated with their contract, agency operations, and their annual budgets. Provided the research, analysis, information and ideas necessary to meet challenges and recommend solutions.
- 05/2006 – 04/2009** **MassMutual Financial Group** **Springfield, MA**
Director, Field Achievements
 Directed staff of six Sales Support Specialists who provide customer service and sales reporting to national career agency system for Recognition, Sales Contests and Quality Business.
- 02/2004 – 05/2006** **MassMutual Financial Group** **Springfield, MA**
Recognition Marketing Specialist, Field Achievements
 Developed and coordinated marketing and communication strategies for Recognition, Sales Contests, Quality Business and Business Analysis.
- 07/2001 – 02/2004** **MassMutual Financial Group** **Springfield, MA**
Life Claim Examiner and Quality Assurance Specialist, Life Claim Administration
 Processed Life Insurance claims and conducted quality audits on Annuity, Waiver of Premium and Life Maturity claims as well as all claim payment processes.
- 08/2000 - 12/2000** **The Zimmerman Group** **Durham, NC**
Marketing Intern
 Assisted with organization, presentation, development and archival of client projects. Tracked advertisements, coordinated media schedules, and helped to develop a college recruiting strategy for Fortune 500 pharmaceutical company
- 06/1999 - 08/1999** **University Directories/ VilCom** **Chapel Hill, NC**
Outside Sales Representative for Duke Telephone Directory
 Designed advertising strategies to business owners. Recognized among Top 20 Salespeople for all collegiate phone directories nationwide.
- 06/1996 – 04/2008** **The Stenvall Group** **Irvington, NJ**
Marketing Consultant
 Consulted on marketing projects for innovative dental practice, including: brand management, website implementation, logo development and drafting communications and newsletters to clients.

EDUCATION

- Duke University, The Fuqua School of Business**
 Cross-Continent MBA program
- Bay Path College**
 Master of Science - Communications & Information Systems
- Duke University**
 Bachelor of Arts - History, Minor Classical Civilizations

PROFILE

