* Contributed to Los Angeles market share growth for WFG Title from **5.79% to 8%**
* Leading content creation and conducting training sessions for real estate agents, imparting essential digital marketing strategies aimed at enhancing brand visibility and driving lead generation
* Training topics include social media marketing, online reputation, ChatGPT, Google Business Profile optimization, video marketing and more
* Raising brand awareness of MyHome and WFG Title via virtual/Zoom classes, live office events, conferences and 1 on 1 consultations
* 1-1 marketing consultations with over **1,000** real estate agents to date

## Marketing Technology Director

## Product ambassador/Sales/Marketing/Training

### MyHome.com, a williston Financial Group Co І 2021 - Present

# professional experience

Multi-award winning sales professional, marketer, trainer, and speaker

And former Broadway performer

### RateMyAgent, U.S. and Australia І 2020-2021

### realtor.com І 2015-2020

## national speaker/Professional sales & Training

* Content creator and presenter for marketing, sales and the customer service teams and generated immediate brand awareness
* Created massive product utilization increase. Total agents on platform and reviews at **Q4 FY21 increased 122% and 344% respectively YoY**
* Created comprehensive product training, technology tips, and video tutorial library/YouTube playlist to improve both product literacy for real estate agents as well as increased digital marketing savviness among real estate agents
* Responsible for over $12 million in sales of software and advertising solutions.
* First female National Speaker for Realtor.com
* Educated over 60,000 realtors nationwide on marketing, technology and communication live and virtually.
* **99% approval rating from audience members.**
* Sales ($600 avg. contract): **FY Q1 2020 = $520,000 FY Q2 2020 = $469,000 FY Q3 2020 = $501,000**
* Requested by: Inman, National Association of Realtors, Keller Williams, REMAX, Century 21, NextHome, HomeSmart, ERA, Fathom Realty, BHHS, EXIT Realty, Engel & Volkers, multiple state associations & local associations including the Houston Association of Realtors and the Florida State Association of Realtors

Zoom

ChatGPT

Camtasia

BombBomb

GSuite

Microsoft Office

Trello

Slack

eWebinar

HubSpot

Canva

Script writing

Copy writing

Video editing

Presentation development

Sales Strategy & Execution

Presenting Live & Virtually

Technology Instruction

Content Creation

Social Media

Video Content Creation

Sales Strategy

Online Communications

Product Marketing

Digital Marketing

Brand Voice

# profile

|  |  |
| --- | --- |
|  | Sherman Oaks, CA |
|  | 818 370-6691 |
|  | KLKennelly@gmail.com |
|  | www.KristiKennelly.com |

# Proficiencies

# expertise

## Assistant vice President to Marketing

* Developed and executed corporate marketing strategies and initiatives with emphasis on creative communication and a deft balance of multiple marketing channels, contributing to company growth from $12 million to $150 million in annual revenue.
* Multiple industry awards such as Mortgage Technology Magazine’s 10X and Synergy Awards.
* Garnered over 20 marketing awards
* Management of graphic design team, public relations firm, marketing automation, events, advertising, branding, and marketing budget. Co-wrote and produced four industrial films (*The Loan File Tango*, *Desperate House Lies*, *FSI*, and *Fraud Angels*) winning 20+ creative awards and inclusion in the Toronto Comedy Film Festival.

Website

[www.kristikennelly.com](http://www.kristikennelly.com)

LinkedIn

<https://www.linkedin.com/in/kristikennelly/>

Linktr.ee

<https://linktr.ee/kristi_kennelly>

YouTube Channel

<https://www.youtube.com/channel/UCdfkGowu7Xzkc_qZqluJYfg>

Facebook Business Page

<https://www.facebook.com/SpeakerKristi>

## Broadway Performer/Professional Actress

* Broadway Casts: How to Succeed in Business Without Really Trying, CATS, She Loves Me, Sweet Adeline
* Winner 1992 of Broadway’s *“Red Bucket Follie of the Year”*, charity performance) benefiting BroadwayCares.org
* Over 70 national and regional television commercial appearances
* Fun Fact: The youngest person ever hired for *CATS* (Los Angeles company, 1985)

### stage, film, TV and Commercials І 1985-2002

* Responsible for branding strategy and execution of all marketing objectives.
* Successfully rebranded ARMCO, from logo to website to industry conference debut, in only12 weeks.
* Oversaw daily operations including content marketing development and marketing automation deployment, industry conference sponsorships, special events, online and social marketing strategies.
* Management of public relations and design firms.

### Interthinx (Purchased by First American) І 2002-2014

### ARMCO, ACES Risk Management І 2014-2015

## Vice President of Marketing

# Web Links

# professional experience (continued)