





# K R I S T I   K E N N E L L Y

## PROFESSIONAL SALES AND MARKETING

### PROFILE

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

And former Broadway performer

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### PROFESSIONAL EXPERIENCE

#### MARKETING TECHNOLOGY DIRECTOR

MYHOME.COM, A WILLISTON FINANCIAL GROUP CO | 2021 - PRESENT

- 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

#### PRODUCT AMBASSADOR/SALES/MARKETING/TRAINING

RATEMYAGENT, U.S. AND AUSTRALIA | 2020-2021

- 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

#### NATIONAL SPEAKER/PROFESSIONAL SALES & TRAINING

REALTOR.COM | 2015-2020

- 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

### EXPERTISE

Sales Strategy & Execution  
Presenting Live & Virtually  
Technology Instruction  
Content Creation  
Social Media  
Video Content Creation  
Sales Strategy  
Online Communications  
Product Marketing  
Digital Marketing

### PROFICIENCIES

Zoom  
ChatGPT  
Camtasia  
BombBomb  
GSuite  
Microsoft Office  
Trello  
Slack  
eWebinar  
HubSpot  
Canva  
Script writing  
Copy writing  
Video editing

# K R I S T I   K E N N E L L Y

## PROFESSIONAL SALES AND MARKETING

### PROFESSIONAL EXPERIENCE (continued)

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#### VICE PRESIDENT OF MARKETING

ARMCO, ACES RISK MANAGEMENT | 2014-2015

- Responsible for branding strategy and execution of all marketing objectives.
- Successfully rebranded ARMCO, from logo to website to industry conference debut, in only 12 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.

#### ASSISTANT VICE PRESIDENT TO MARKETING

INTERTHINX (PURCHASED BY FIRST AMERICAN) | 2002-2014

- 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.

#### BROADWAY PERFORMER/PROFESSIONAL ACTRESS

STAGE, FILM, TV AND COMMERCIALS | 1985-2002

- 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)

### WEB LINKS

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Website

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

LinkedIn

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

Linktr.ee

[https://linktr.ee/kristi\\_kennelly](https://linktr.ee/kristi_kennelly)

YouTube Channel

[https://www.youtube.com/channel/UCdfkGowu7Xzk\\_c\\_qZqluJYfg](https://www.youtube.com/channel/UCdfkGowu7Xzk_c_qZqluJYfg)

Facebook Business Page

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