

K R I S T I K E N N E L L Y

REAL ESTATE MARKETING TRAINER, PRESENTER, BRAND AMBASSADOR

PROFILE

Multi-award winning, dynamic sales professional and speaker. Corporate ambassador, marketer. Skilled in marketing technology training. And former Broadway performer.

15+ years experience leading B2B marketing and communications, managing online/offline corporate image for multimillion dollar companies.

Content creation, video producer, presenter, trainer & closer.



Sherman Oaks, CA



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PROFESSIONAL EXPERIENCE

PRODUCT AMBASSADOR/SALES/MARKETING/TRAINING

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

- Content creator and presenter for marketing, sales and the customer service teams to generate immediate brand awareness.
- Massive product utilization increase. Total agents on platform and reviews at **Q4 FY21 increased 122% and 344% respectively YoY.**
- Embodied the "Brand Voice" as national representative for industry events such as Inman Connect.
- Created comprehensive product training, technology tips, and video tutorial library/YouTube playlist to improve both product literacy for real estate agents as well as increase general digital marketing savviness.
- Provided product marketing strategy for U.S. audience
- Co-wrote and co-hosted of the Agent of the Year Awards

NATIONAL SPEAKER/PROFESSIONAL SALES & TRAINING

REALTOR.COM | 2015-2020

- Responsible for over \$12 million in sales of software and advertising solutions.
- Educated over 60,000 realtors nationwide on marketing, technology and communication live and virtually.
- **99% approval rating from audience members.**
- Creator and host of *"The Real Estate Diaries"* & *"This is Gettin' Real"* for Realtor.com Pro on Facebook Live and content creator for the Realtor.com Results Series workshops nationwide
- 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
Brand Voice

PROFICIENCIES

Zoom
Camtasia 2020
BombBomb
GSuite
Microsoft Office
Trello
Slack
eWebinar
Kapwing
Canva
Script writing
Copy writing
Video editing
Presentation development

K R I S T I K E N N E L L Y

REAL ESTATE MARKETING TRAINER, PRESENTER,
BRAND AMBASSADOR

PROFESSIONAL EXPERIENCE (continued)

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.
- 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

Website

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>