

# Carol Housel-Kenney

CAROLHOUSEL.COM

## EXPERIENCE

### Second Nature - Raleigh, NC

Marketing Services Manager, B2B | July 2019 - Present

Manage marketing for B2B & B2B2C verticals including SFR Property Management, Commercial, Multifamily, and Brand Partnerships. Working cross-departmentally, including with C-suite executives, I've played an instrumental role during multiple rebrands, product launches, and the launch of a new B2B-focused website, blog, and podcast.

Day-to-day responsibilities include the orchestration of strategic multi-channel marketing campaigns. Creation, oversight, and execution of organic & paid media. SEO. Analytics monitoring. Email marketing. Content creation (blog posts, podcasts, videos, copy, scripts). Trade show/event facilitation for a growing sales team of 40+. Marketing support for B2B2C brand partnerships.

### Marketing Coordinator, B2B | August 2018 – July 2019

First dedicated B2B marketer to support SFR Property Management, Multifamily, and Commercial verticals. Developed marketing assets and supported every step of the customer journey. Supported the sales team with various events throughout the year.

### Autoshop Solutions - Apex, NC

Multimedia Specialist | January 2017 – August 2018

Developed, implemented, and managed multimedia team goals. Collaborated with internal teams to coordinate client requests and questions. From pitch to the final cut, produced video content, motion graphics, animations, cinemagraphs, and GIFs for clients and B2B marketing needs focused on brand management, customer experience, and social media.

### Lionbridge

Social Media Internet Assessor | December 2015 – December 2016

*Independent Contractor.* Reviewed online search results to improve their content and quality, provided feedback and analysis on content found in search engine results and websites, and rated their relevance to the search terms used. Reviewed the language used in the search results by examining grammar, tone, and cultural relevance. Some transcription.

### Vishay Precision Group - Wendell, NC

Producer, Editor | August 2010 – December 2015

*Independent Contractor.* Produced, shot, and edited (including animation and motion graphics) product videos and tutorials.

### Lulu Press, Inc. - Morrisville, NC

Marketing Communications Specialist | January 2006 – August 2010

Produced and edited all company video content. Forums administrator. Writer & editor of blog and email newsletter. Social media campaign manager. Assisted high-profile customers via phone, email, and chat.

### Film, Television, & Commercial

The Great Christmas Light Fight S4: ABC Unscripted - Key PA (2016)

Mac GuardDog: Commercial - First AD (2015)

The Power Of Collaboration: WGBH PBS Learning Media - Kenan Fellowship (2014)

Erectastep: Commercial - First AD (2014)

Because We Have To Sprite Commercial - Casting Director (2014)

VANDROID: Dark Horse Comics Short Film - Casting Director & 2nd AD (2012)

## SOFTWARE

Adobe Creative Suite. MS Office Suite. Google Suite. Premiere Pro. Final Draft. Canva. Mailchimp. Trello.

## AWARDS

2018 - Gold Award, AVA Digital Marketing Awards  
2017 - Best 360 Degree Marketing Campaign, Women in Auto Care

## EDUCATION

BFA - UNC School of the Arts, School of Filmmaking  
Major: Film Directing  
Minor: Screenwriting