

Kristina Modares

Brand and Content Marketing Leader

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Portfolio | LinkedIn

Brand and marketing leader with 10+ years building consumer businesses through storytelling, education, and community. Co-founded Open House Austin and led marketing for a company that served 700+ clients and generated \$400M+ in real estate transaction volume. Combines brand strategy and small-team leadership with hands-on writing across web, email, social, product, and campaigns. Deep experience in home, real estate, hospitality, travel, and shared ownership.

Selected impact

- Built Open House Austin's social presence to 200K TikTok followers, 12K Instagram followers, and 12K YouTube subscribers; hosted its weekly real estate podcast.
- Created a homebuyer and investing course serving 300+ students, from curriculum and scripts to launch campaigns and nurture emails.
- Rebuilt Joynt's brand and generated 2.3M+ Instagram impressions, 136K+ interactions, and 92K+ shares over five months.

Professional experience

Joynt | Head of Marketing

Jan 2026 - September 2026 | Remote

- Lead brand strategy, messaging, and marketing execution for a consumer technology startup focused on shared homeownership; partner with founders, product, design, sales, and operations.
- Rebuilt visual identity, brand voice, messaging, and standards across web, social, product, and marketing; own copy across landing pages, product experiences, email, campaigns, and education.
- Grew Instagram from approximately 200 to 1,736 followers in five months; developed campaigns with individual posts reaching 1.2M+ and 765K+ impressions.
- Launched a nationwide webinar program in one month, creating 25+ presale, launch, and nurture emails and generating 183 new contacts with less than \$300 in ad spend.
- Built a Realtor referral program and nine-month nurture sequence; manage agencies, freelancers, and creative partners.
- Secured Business Insider and U.S. News & World Report coverage within two months through direct PR outreach.

Open House Education | Founder

Jun 2024 - Feb 2026 | Austin, TX

- Built an online community helping women explore real estate, investing, and shared ownership; created the brand, positioning, website, educational content, and membership experience.
- Managed a Community Manager and led content, member communications, and programming, including 2+ virtual and community-led meetups each month.
- Wrote course, launch, sales, email, and newsletter copy; turned live programming and member conversations into evergreen educational resources.

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Open House Austin | Co-Founder, CMO & Real Estate Broker

Jun 2019 - Jun 2024 | Austin, TX

- Co-founded a community-driven brokerage and education company that generated \$400M+ in real estate transaction volume and served 700+ clients; led brand and marketing across content, social, campaigns, education, and events.
- Managed a Marketing Manager and Events Coordinator, connecting brand strategy with day-to-day execution and community programming.
- Grew the brand's social presence to 200K TikTok followers, 12K Instagram followers, and 12K YouTube subscribers; hosted Open House Podcast: Where Women Talk Real Estate each week.
- Created Home School, a live first-time homebuyer and investing course with 300+ students; wrote the curriculum, scripts, launch campaign, and nurture emails.
- Purchased and renovated the company office into a community event space, hosting free programming and enabling members to organize their own events.
- Created content and education that earned coverage in 15+ major media outlets, including The New York Times, Good Morning America, Business Insider, and New York Post; the company earned 150 five-star reviews.

Realty Austin | Realtor

Jul 2015 - Dec 2019 | Austin, TX

- Built a business through an education-first personal brand and social media, growing from \$0 to \$3M in transaction volume in the first year and to \$20M+ in annual volume by 2017.
- Wrote and self-published How to Buy a House in Austin, launched a real estate blog, and became a HuffPost contributor covering homeownership and alternative approaches to buying a home.

Expertise

Brand strategy and positioning • Brand voice and messaging • Copywriting • Content strategy • Consumer education • Social storytelling • Email and lifecycle campaigns • Community building • Partnerships • Small-team leadership • Agency and freelancer management

Selected tools

HubSpot, Google Analytics, Meta Ads Manager, ConvertKit, ActiveCampaign, Circle, Kajabi, Canva, Figma, CapCut, Zapier, Asana, ChatGPT, Claude, Codex

Additional experience

Airbnb host | 2012 - Present. Firsthand experience in home sharing, hospitality, guest experience, and the trust and logistics involved in opening a home to others.

Writing and media

Author, [How to Buy a House in Austin](#) • [HuffPost contributor](#) • [Medium writer](#)

Featured in [The New York Times](#), [Good Morning America](#), [Business Insider](#), [Architectural Digest](#), [Apartment Therapy](#), and [So Money Podcast](#).

Education

University of Alabama | Tuscaloosa, AL | May 2012