Influential Women Acknowledges Caroline Lewis Little: Building Home Services Brands Through Strategy, Grit & Integrity



ELMER, NJ, UNITED STATES, October 27, 2026 /EINPresswire.com/ -- Marketing and Advertising Manager at Krise Services Brings More Than 14 Years of Experience to Brand Strategy, Reputation Management, and Digital Marketing in the Home Services Industry

Elmer, New Jersey – Caroline Lewis Little is the Marketing and Advertising Manager at Krise Services, a home services company offering heating and cooling, plumbing, water conditioning, duct sealing and cleaning, painting, and electrical services. As the company's only in-house marketing professional, she oversees marketing across every service line. Her specialties include marketing, brand strategy, reputation management, marketing strategy, and advertising and digital marketing. Her work focuses on customer experience, business growth, aligning brand messaging with service delivery, and strengthening the company's reputation in the communities it serves.

In home services, a company's reputation is often its most valuable asset. Homeowners invite technicians into their homes to address urgent and sometimes costly problems, so trust plays a central role in their decisions. Caroline works to ensure that the promises made in Krise Services' marketing match the experience customers receive when a technician arrives. By aligning brand messaging with service delivery, managing online reviews and reputation, and coordinating advertising across multiple service lines, she helps the company stand out in a crowded market and build long-term relationships with the households it serves.

Caroline brings more than 14 years of marketing experience across a range of fields. Her

background includes retail marketing and licensing, event marketing, customer engagement, and swim lesson coaching and management. She also spent seven years as a wedding coordinator, where she handled both marketing and event execution. She credits that work with developing the organizational, communication, and relationship-building skills she relies on today. In a role that requires her to wear many hats, she draws on that experience every day. Coordinating weddings taught her to manage details under pressure, anticipate client needs, and deliver experiences that people remember.

Caroline earned a Bachelor of Science in Marketing from Rowan University in Glassboro, New Jersey, where she was also a collegiate swimmer on the university's swim team. She went on to complete an MBA at William Howard Taft University in 2023. Her experience as a student-athlete instilled the discipline, time management, and competitive drive that continue to shape her professional approach, and her graduate studies strengthened her strategic perspective on business growth.

Caroline attributes her success to grit, perseverance, and the example of the women in her life, including her mother, her sisters, and her mother-in-law. Their resilience and determination taught her to approach every opportunity with dedication and a solutions-focused mindset. She also values hard work, adaptability, and taking initiative, qualities that have served her well as the sole marketing professional responsible for an entire company's brand.

The best career advice Caroline has received is not to take things personally and to approach situations with understanding and perspective. Considering another person's point of view and responding with empathy, she has found, leads to stronger relationships and better outcomes. She also stresses the importance of honoring commitments, delivering on promises, and acting with integrity and respect. Those habits have helped her build trust with colleagues and customers and navigate challenges with confidence.

For young women entering the home services and construction industry, Caroline's advice is to embrace their unique perspective and not be intimidated by male-dominated environments. Women bring valuable ideas, skills, and experiences to the field, and there is real opportunity to make an impact. She encourages them to have confidence in their voice, stay open to listening and learning, and lead with confidence, collaboration, and respect.

Caroline sees one of the biggest challenges in her industry as helping customers understand the difference between choosing the lowest price and recognizing the value of quality workmanship, trusted service, and long-term solutions. Price competition is constant in home services, but she views it as an opportunity to educate homeowners about reliability, expertise, and solutions tailored to their specific needs. Streamlined services, trust, and exceptional customer experiences, she believes, allow businesses to become trusted partners rather than one-time vendors.

Integrity and respect are the values that matter most to Caroline. She believes treating everyone

with kindness, professionalism, honesty, and accountability creates a strong foundation for success. These values have helped her build trust, form meaningful relationships, adapt across industries, and keep her commitments throughout her career.

Caroline's commitment to service extends well beyond her professional role. She supports families facing medical challenges and children with rare genetic conditions, and she advocates for genetic research, including awareness of the BRCA gene. She also volunteers with Habitat for Humanity, helping to build safe and affordable homes for families in need. These causes reflect her belief that individuals have a responsibility to support the communities around them. Outside of work, she enjoys competing in triathlons, running, and staying active in her community, pursuits that reflect the same endurance and determination she brings to her career.

From the pool at Rowan University to the marketing helm of a growing home services company, Caroline has built a career on perseverance, empathy, and an unwavering commitment to doing what she says she will do. By connecting homeowners with trusted service and strengthening the reputation of the company she represents, Caroline Lewis Little continues to show how integrity and grit can build brands that communities rely on.

Learn More about Caroline Lewis Little:

Through her Influential Women profile: https://influentialwomen.com/connect/caroline-little

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