

KAELYNN LESNIAK

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PROFESSIONAL SUMMARY

Strategic events and marketing leader with five years of experience designing and executing high-impact programs across global sports hospitality, corporate partnerships, and Tier 1 B2B trade shows. Proven track record of managing multi-million dollar event portfolios, driving measurable pipeline impact, and building executive-level customer experiences that accelerate enterprise sales. Background includes Formula 1 partnership hospitality across multiple international race weekends, large-scale industry trade show ownership, and cross-functional leadership across marketing, sales, and executive stakeholders.

PROFESSIONAL EXPERIENCE

Manager, Industry Events & Global Partnerships

Oct 2025 – Apr 2026

Keeper Security

Remote

- Led global event marketing strategy across corporate partnerships, hospitality programs, and Tier 1 industry trade shows, managing a portfolio of 200+ annual events with budgets ranging from \$50K to \$1M+ per program.
- Directed eight major international corporate partnership events across four continents, resulting in three new pilot programs with Fortune 500 companies.
- Owned end-to-end Formula 1 partnership hospitality across the Australian Grand Prix, Miami Grand Prix, Las Vegas Grand Prix, Canadian Grand Prix in Montreal, British Grand Prix, and United States Grand Prix at Circuit of The Americas, covering guest communications, supplier coordination, asset and rights tracking, budget oversight, and on-site VIP execution.
- Managed a team of three to five direct reports across event marketing functions, driving consistent execution standards and professional development across the team.
- Partnered with Sales, BD, and Account teams to define guest nomination criteria, manage invitation workflows, and align hospitality programs with pipeline acceleration priorities.
- Defined KPIs and post-event reporting frameworks to demonstrate ROI on hospitality investment, including pipeline influence, opportunity acceleration, and executive engagement metrics.

Event Marketing Specialist

Jan 2024 – Oct 2025

Keeper Security

Remote

- Led execution of Tier 1 cybersecurity trade shows including Black Hat (20,000+ attendees), RSA Conference (40,000+ attendees), and Identiverse, with budgets exceeding \$500K per event.
- Owned booth design, vendor contracts, lead capture workflows, and on-site logistics for marquee industry events, partnering with marketing operations on attribution and lead handoff.
- Developed and executed integrated campaigns across pre-event, on-site, and post-event phases to maximize qualified pipeline contribution from event investment.
- Managed vendor and agency relationships across booth fabrication, AV, hospitality, and creative production, negotiating contracts to optimize cost without compromising experience quality.

Marketing & Events Manager

Aug 2022 – Jan 2024

TMG (The Marketing Group)

Tampa, FL

- Managed end-to-end event marketing and field activation for a portfolio of B2B and B2C clients, scaling programs from regional activations to national multi-city tours.
- Built and executed integrated marketing campaigns spanning event marketing, digital, brand, and partnerships, supporting client revenue and brand objectives.
- Owned client relationships across multiple accounts, leading strategy meetings, status reporting, and campaign performance reviews with marketing and executive stakeholders.
- Coordinated cross-functional execution across creative, production, and account teams to deliver on tight timelines and complex multi-stakeholder programs.

Athletic Department Marketing Intern

Aug 2021 – May 2022

- Supported event operations and marketing for collegiate athletics across multiple sports programs, including game day execution, fan engagement campaigns, and promotional activations.
- Developed promotional content and managed social media engagement to drive fan attendance and community awareness around athletic events.

CORE COMPETENCIES

Event Strategy: Sports hospitality, trade show management, executive engagement, VIP experience design, on-site execution

Business Impact: Pipeline attribution, KPI reporting, ROI analysis, executive presentations, budget management (\$500K+)

Tools & Systems: Salesforce, HubSpot, Marketo (familiar), Excel, Google Workspace, Microsoft Office, project management platforms

Marketing Execution: Demand generation, integrated campaigns, brand activation, content development, field marketing

Cross-Functional Leadership: Sales partnership, marketing ops, agency management, vendor negotiation, stakeholder alignment

Languages: English (native), Spanish (conversational)

NOTABLE PROGRAMS

- Formula 1 Partnership Hospitality: Australian GP, Miami GP, Las Vegas GP, Canadian GP, British GP, US GP at COTA
- Tier 1 Cybersecurity Trade Shows: Black Hat, RSA Conference, Identiverse
- Eight major international corporate partnership events resulting in three Fortune 500 pilot programs

EDUCATION

Bachelor of Science, Sports Marketing

2018 – 2022

Indiana Wesleyan University

Marion, IN

- Completed athletic department internship supporting collegiate athletics operations and events.
- Relevant coursework: Sports Marketing, Event Management, Brand Strategy, Consumer Behavior, Sales Management.