

# KELLY TENEDINI

EXPERIENCED GLOBAL EVENT & MARKETING DIRECTOR



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## SKILLS

Event Planning



Product Launches & Rollouts



Creative Direction



Content & Campaign Strategy



Brand Management



Programming & Promotion



Partner Marketing



## TECHNOLOGY

### ● SUPERIOR PROFICIENCY

HubSpot, Google Drive, Canva, PowerPoint, Excel, Hootsuite, LinkedIn

### ● EXPERIENCED

Google Analytics, Zoom, Wordpress, Widen, InMotion, Quora, Facebook Ad Manager, Eventbrite, SharePoint, and MailChimp

## ABOUT KELLY

An accomplished event and marketing director with over 20 years of experience in experiential, print and digital marketing, and campaigns for global companies in the hospitality, adult beverage, construction equipment, and transportation industries. Experience optimizing cross-functional marketing operations and infusing creativity into programs that boost brand reputation and revenue growth. Proven track record leading cross-functional teams to transform strategy and vision into actionable plans in a positive, fast-paced culture. Adept at cultivating sustainable relationships with executive stakeholders and strategic communications.

## WORK EXPERIENCE

### BRAND EXPERIENCE DIRECTOR

#### 2020 - PRESENT, DNA HOSPITALITY

- **Event Creation & Direction:** Conceptualize, develop, and manage customer facing events at national industry conferences, hospitality customer conferences and trade shows, new openings and trainings. Includes site selection, travel & lodging, vendor selection, staffing, production, and execution.
- **Content Production:** Create and collaborate on compelling copy, visuals, and atomization to produce measurable ROI while distributing key messaging across various channels for hospitality accounts.
- **Reporting & Analyzing:** Support annual beverage program RFP process for agency clients and RFP submissions for Diageo. Reporting and analyzing of programs from National Accounts On-Premise accounts for senior leadership and team. Research and reporting of trend data and menu gaps for existing clients.
- **Budget Management & Forecasting:** Manage over \$1 million dollars in funding for programming, promotions, events and activations to expand brand presence at the national level.

### MARKETING MANAGER

#### 2019 - 2020, SSP AMERICA

- **Menu Strategy:** Managed and collaborated on the creation of static and digital menus, environmental graphics, signage, employee uniforms, and promotional materials for in-terminal food & beverage concepts located within airports located across the United States and Canada.
- **Brand Management:** Led in-terminal promotional events with global vendor partners to drive customer and employee engagement. Leveraged local vendor and brand partnerships to develop annual marketing calendars. Led POS collateral, planograms and merchandising for new concepts.
- **Project Management:** involved in the layout and programming of digital menu boards across the company.

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## EDUCATION

### ● BACHELOR OF SCIENCE, MAJORING IN COMMUNICATION

Kennesaw State University (2007)

### ● CERTIFICATION

HubSpot - Inbound Marketing,  
Content Marketing, Social Media  
Marketing and Digital Marketing  
(2020)

### EVENT MANAGEMENT HIGHLIGHTS

Aspen Food & Wine Activations

Vibe Conference Activations

Diageo's Annual Yacht Rock Party

Hyundai Construction Equipment's  
New Construction Equipment Line  
Rollout

Hyundai Construction Equipment's  
Dealer Sales Meetings and Training

Tales of the Cocktail -Cocktail  
Pairing Dinners

Trade Show and Conference  
Activations for National Accounts  
for Hotels, Restaurants, Casinos

Custom Seasonal Customer Kits

International Sales Incentive Trips

## WORK EXPERIENCE CONTINUED

### SENIOR PROJECT MANAGER

2016 - 2019, IMI AGENCY

- **Account Management:** Managed the account for Diageo's National Accounts (On-Premise) and other hospitality accounts. Included budget management over over \$1 million dollars.
- **Event Management:** Led the execution of over 60 brand activations, trade shows, and event per year. Planned memorable customer facing events such as Diageo's Yacht Rock Party annually, cocktail pairing dinners, themed happy hour promotions for national restaurant and hotel chains.
- **Mixology & Ideation:** Created cocktails and promotions for national hotel chains as well as programming and promotions.
- **Print & POS Marketing:** Creation of collateral and POS for agency clients and national hospitality chains.

### ASSISTANT MARKETING MANAGER

2010 - 2013, HYUNDAI CONSTRUCTION EQUIPMENT AMERICAS

- **Content Strategy:** Led the marketing department's creation of the advertising calendar along with trade show appearances for the construction and forklift divisions. Included print and digital campaigns, content creation for company website and social channels and company store.
- **Event Planning:** Managed industry tradeshow appearances, dealer incentive trips, new equipment launches and salesperson training events
- **Dealer Development:** Responsible for the on-boarding of new dealerships including literature, signage, training, and dealer handbook creation.
- **Internal Communications:** Responsible for department communication within company and across dealer network.

### SALES AND MARKETING ASSISTANT

2014 - 2016, PACCAR FINANCIAL

- **Program Management:** Supported regional sales leadership and field sales teams, compiled and processed truck lease financing, payoffs, and equity analysis.
- **Marketing Support:** Assisted with meeting and event planning and annual client gifts and sales incentive programs.

**Additional roles (1999-2014):** Datalink, Pappas Restaurants, Here to Serve Restaurants. Details available on LinkedIn or <https://www.kellytenedini.com/>