

Gina Piendel

Event & Partner Marketing Leader | DES, CEP

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Summary

I lead high-performing events and project teams that deliver engagement, impact, and measurable results. I energize people, forge strong partnerships, and create environments where meaningful, enjoyable work thrives. I champion industry best practices, mentorship, and advocate for the evolving needs of event professionals.

Experience

Strategic Partner Events Manager, Deel

Sept 2025 – Jan 2026

- Directed strategy and execution for 100+ global partner events, sponsorships, and activations, advancing revenue with AWS, Oracle, UKG, Workday, and more.
- Managed event roadmap using data, ROI models, and AI insights; refining workflows and reporting with Monday.com, Slack, HubSpot, Gamma, and Luma.
- Oversaw \$2.7M budget, vendor selection, booth design, digital engagement, and onsite operations.
- Collaborated with Global Partner, Sales, and Marketing teams to expand ecosystem and drive growth.

Senior Event & Experiences Marketing Manager, Paychex

Mar 2018 – Sept 2025

- Led 100+ annual events, increasing pipeline and brand visibility across sectors.
- Built omni-channel event programs using Salesforce, Marketo, CVENT, Workfront; managed a \$1.5M budget for optimized spend.
- Created a digital exhibit portal (2K+ users, \$300K+ sales) and a company store to drive brand consistency, while developing event categorization to streamline sales operations and reallocate spend to top revenue-generating events.
- Directed PGA Championship and Senior PGA Tour activations, managing talent and brand experiences.
- Produced podcasts, webinars, and testimonials to integrate event content into marketing.

Event Marketing Manager, Sutherland

Mar 2016 – Mar 2018

- Managed 60+ corporate events across North America and internationally, including a global sales incentive program that boosted sales, engagement, and increased participation and performance by 12% year-over-year.

Marketing Manager (& Event Producer), EagleView

2012 – 2016

- Produced the FutureView User Conference in Nashville, expanding attendance by 20% year-over-year to 500 participants while simultaneously driving product adoption and customer engagement through targeted event programs.

Account Director, RAB2B | Rabinovici + Associates

2009 – 2012

- Managed the Kodak enterprise account by overseeing budgets and campaign performance across digital and traditional channels, while serving as senior client lead to ensure seamless execution and measurable results.

Account Supervisor, Flynn

2007 – 2009

- Directed campaign strategy, creative development, and budget management for clients such as Frontier, Dick's Sporting Goods, and Chobani, earning 7 Addy Awards for work supporting Genesee Brewery.

Education: **SUNY Brockport:** Bachelor's Degree, Communication Studies

Certifications +

- Digital Event Strategist (DES)
- Certified Event Producer (CEP)
- Certified Meeting Professional courses (CMP)
- Enhancing Events with AI — PCMA Event Leadership Institute
- Circle Member in Boldpush Plus Event Community