



STEPHANIE HUNICKE, CMP

EVENTS & EXPERIENTIAL LEADER

407.415.9477

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Longwood, FL 32779



EDUCATION

BACHELOR'S OF SCIENCE

Hospitality & Tourism Management
University of Central Florida
2002 - 2005

PROFESSIONAL DEVELOPMENT

CERTIFIED MEETING PROFESSIONAL
EIC | Certified August 2021

MEETING & EVENT STRATEGIST
MPI | Certificate July 2020

LEAN MANAGEMENT
Six Sigma Institute | Certificate June 2020

EVENT SPONSORSHIPS
EventBrite | Certificate May 2020

SKILLS

Strategic Planning
Project Management
Event Logistics
Event Scaling
Attention to Detail
Leading Cross-Functional Teams
Crisis Management
Event Design
Process Development
Budget Development & Management
Building & Leveraging Vendor Partnerships
Event Marketing & Communications
Mentoring & Team Development

TECHNICAL SKILLS

Microsoft Office 365, Teams & SharePoint
MAC Applications
CVENT & JiffleNow
Bizzabo
SalDesForce
WorkDay
Monday.com
Workfront
Marketo
Vendr



PROFILE

Global marketing event leader with 25+ years of experience designing and delivering high-impact programs across technology, professional services, finance, fintech, and global enterprise organizations. Certified Meeting Professional (CMP) and graduate of UCF's Rosen College of Hospitality, I have led event strategy for globally recognized brands including KPMG, Databricks, AWS, FIS Global, and Aderant.

My expertise includes large-scale conferences, executive forums, incentive programs, and curated experiences — all driven by a strategic, audience-first approach and strong cross-functional leadership.

WORK EXPERIENCE

FREELANCE/INDEPENDENT PLANNER | TRAVEL DIRECTOR Stephanie Hunicke Events, LLC | Remote, Orlando | June 2026 — Present

- Partner with agencies, corporations, and event teams to provide freelance support across event strategy, program management, experiential marketing, attendee engagement, and onsite operations.
- Deliver end-to-end event planning and execution services, including stakeholder management, budget oversight, logistics, content and session management, vendor coordination, registration, and executive-level reporting.

DIRECTOR OF GLOBAL MARKETING EVENTS Aderant (A Roper Company) | Remote, Orlando | June 2025 — June 2026

- Led global event marketing strategy and execution for flagship conferences and programs, aligning event investments with go-to-market priorities, pipeline growth, and revenue objectives.
- Built scalable operational frameworks, managed complex cross-functional initiatives, and delivered consistent, high-quality event experiences across global markets.
- Developed and mentored high-performing teams while leveraging data, stakeholder collaboration, and vendor partnerships to optimize event performance, attendee experience, and ROI.

SR. PROJECT MANAGER – GLOBAL EVENT MANAGEMENT The Opus Agency | Remote, Orlando | October 2022 — June 2025

- Led strategic planning and execution of Amazon AWS Global Roadshows (AMER, Canada, Mexico City), providing oversight across large-scale, multi-market programs.
- Drove year-over-year business growth by partnering with Business Development and Account teams to expand contracted scope and implement change management strategies.
- Directed cross-functional teams, vendors, and partners to deliver high-impact event marketing programs for Amazon AWS, Veem, and DocuSign, ensuring seamless execution and brand consistency.
- Managed complex event portfolios ranging from 5,000 to 12,000+ attendees, as well as executive-level experiences, overseeing staffing, training, communications, and vendor operations.
- Oversaw \$7M+ in event budgets, optimizing spend, ensuring profitability, and delivering against stakeholder financial objectives.



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VOLUNTEER EXPERIENCE

SABAL POINT 5th GRADE PTA
SPE | August 2025 – Present

SABAL POINT GRADE PTA
SPE | August 2025 – Present

GUEST SPEAKER/CORP. EVENTS
UCF Rosen | April 2018

EXTRA

PODCAST- INTERVIEW
Event Marketing Re Defined | April 15

AWARDS
Published Event Designer
BRIDES.com, The Perfect Palette, The Knot, The Wedding Chicks, Whimsical Wonderland, Every Last Detail
April 2012- December 2016

40 Under 40
Collison Media | June 2015

HOBBY

- Yoga
- Travelling
- Cooking
- Fishing
- Skiing

WORK EXPERIENCE CONTINUED

CORPORATE EVENT STRATEGIST
Ansys, Inc. | Remote, Orlando | July 2021 — October 2022

- Led strategy, planning, and execution of live, virtual, and hybrid events, including mid- to large-scale conferences, trade shows, and global meetings.
- Developed and executed pre-production strategies, overseeing vendors, suppliers, production plans, design, contracts, and budgets to ensure seamless delivery.
- Directed cross-functional and external communications to drive event marketing impact, engagement, and overall program success.

MANAGER, EVENTS & MEETINGS – KPMG GLOBAL TRAINING FACILITY
KPMG, LLP | Lake Nona, FL – The Lakehouse | October 2019 – October 2020
Laid off Due to Covid 19

- Opening Team for KPMG's 800,000 square foot global training facility
- Lead and managed complex programs through strategic operating procedures and practices; Direct responsibility for Associates and Sr. Associates
- Owned and developed the Client Services Series Initiative

MANAGER, EVENTS & MEETINGS – NATIONAL FIELD DELIVERY
KPMG, LLP | Orlando, FL | October 2018 – October 2019

- Lead and managed global book of business within KPMG Advisory
- Allocated, managed, and reconciled event budgets ranging from \$1M - \$2M
- Planned, designed, and managed events with 200 – 1,300 attendees
- Developed and managed project plan deliverables with internal and external vendors, internal stakeholder, and cross functional teams
- Applied a value-based compliance culture to maintain integrity and risk management when working with contacting, compliance, production marketing and communications

SR. CORPORATE EVENT PLANNER
FIS Global | Orlando, FL | August 2016 – October 2018

- Initiated, managed, and executed logistics for client-facing events with 25 – 3,000 delegates: developed and reconciled event budgets ranging from \$25K - \$4M
- Planned a diverse portfolio of conference, trade show, signature events, incentive travel, and golf tournaments
- Developed event and trade show marketing strategies; implemented a global event framework by ensuring all events were aligned to the branding, company voice, timing standards and strategic initiatives