



Aly Klidies

Strategic Events Leader

Nice to Meet You!

With 22+ years in event marketing and strategy, I bring a blend of creativity, precision, and infectious energy to every project. I currently lead flagship programs at Zoom—including Zoomtopia (40K+ attendees)—where I drive multi-million-dollar event strategies that boost brand presence and pipeline. Previously at Solvvy, I built their events engine from the ground up, quadrupling webinar engagement and generating \$700K in pipeline the first year. My passion? Designing experiences that surprise and delight —while delivering results.



Work Experience

Now
–
2024

Zoom

Senior Strategic Events Manager (promoted in 2024)

- Project management and stakeholder communications of Zoom's largest Tier 1 events (including Zoomtopia)—acting as strategic liaison across marketing, product, and executive leadership to align messaging and drive stakeholder visibility, while managing up to a \$6M budget per event
- Event strategy and operations including tradeshow booth design, vendor and agency management, and ancillary events such as evening receptions and executive experiences
- Zoomtopia grew by 55% in audience YoY in 2024

2022
–
2024

Zoom

Enterprise & Industry Event Manager

- Event lead for Zoom's Enterprise Events & Industry events, responsible for cross-functional execution and coordination on events such as Gartner IT Symposium, Educause, HIMSS, InfoComm, & CCW Las Vegas
- Manage all event strategy, logistics, agencies, staffing and comms
- Delivered 100% of events above KPI benchmarks for engagement and attendance from 2022–24.

2021
–
2022

Solvvy (acquired by Zoom in 2022)

Marketing Manager, Events & Sales Enablement

- Built the webinar, in-person & virtual event programs from the ground up — including the strategy, logistics, & execution of 15 events in 2022
- 400% growth of webinar registrations in first year resulting in \$700K of increased sales pipeline from leads

2011
–
2021

TechWell

Director of Event Marketing / Sr. Marketing Product Manager-Events

- Produced event marketing promo materials: brochures, digital assets, website graphics, video promotions, signage, email templates, etc
- Digital marketing campaign management of Google AdWords, LinkedIn, Facebook, Twitter, Instagram, YouTube
- Executed all email marketing campaign strategy and builds: and developing nurture, drip, and trigger campaigns with dynamic & personalized content via marketing automation (Marketo/Eloqua)

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 Jacksonville, Florida

Expertise

Event Marketing

Event Strategy

Project Management

Stakeholder Communications

Sales Enablement

Recent Awards

Most Valuable Zoomie– Q4 2024

Recognized for cross-functional excellence and leadership at Zoomtopia 2024.

Education

Bachelor of English

Florida State University
1999–2003