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| **CONTACT** |
| **Marker with solid fillDes Moines, IA** |
| **Smart Phone with solid fill515-491-8849** |
| [Email with solid fillbrian.gregory.edwards@gmail.com](mailto:brian.gregory.edwards@gmail.com) |
| <linkedin.com/in/briangregoryedwards> |
| [Link with solid fill](http://www.eventsbybrianedwards.com)[eventsbybrianedwards.com](https://www.eventsbybrianedwards.com/) |
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| **SOFT SKILLS** |
| Concept & Content Creation |
| Event & Engagement Strategy |
| Budget Development & Management |
| Collaboration & Communication |
| Full Cycle Event Planning |
| Sourcing, Contracting & Negotiation |
| Project Management |
| Stakeholder Relations |
| Problem Solving & Solutions Delivery |
| Innovative, Agile & Adaptable |
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| **PROFICIENCIES** |
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| A blue circle with white border  Description automatically generatedA blue circle with white border  Description automatically generatedCvent |
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| **LANGUAGES** |
| English |
| Spanish (Conversational) |
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| BRIAN EDWARDS | |
| *Highly detailed, strategic events and marketing communications professional with over 10 years of experience designing, executing, and evaluating engagement and operations efforts. Team-first collaborator and leader, proficient in project management, program implementation, and process improvement strategies.* | |
| **WORK HISTORY** | |
| 07 / 2019 - 10 / 2024 | EVENTS PLANNING MANAGER  **Krause Group (Kum & Go, Maverik)** | **Des Moines, IA**   * Led the strategy and execution of >70 annual event programs including meetings, tradeshows, largescale conferences, senior leadership events, and external-facing marketing activations, sponsorships, and partnerships. * Managed end-to-end event lifecycles, adhering to budgets of $5K to $3MM+, successfully delivering on complex event scopes, KPIs, and goals related to attendee net promoter score (NPS), sales, customer acquisition, and loyalty conversion metrics. * Steered collaboration and communication with key stakeholders, including C-suite leaders and vendors, fostering rapport, alignment to event plans and logistics, and optimizing event performance. * Facilitated companywide implementation and integration of Cvent Event Management Software to streamline and upgrade processes. * Enhanced attendee experience with creative event concepts, innovative engagement tactics, and feedback-driven improvements. |
| 06 / 2017 - 06 / 2019 | DIRECTOR OF OPERATIONS  **Two Rivers Hospitality Group** | **Des Moines, IA**   * Directed daily functions of multi-entity operation specializing in restaurants, high-volume catering, and elevated event solutions producing >100 events annually. * Trained leadership team in client relations, sales, and management best practices to influence sales growth and promote staff development, increasing Gross Revenue by 18%. * Strengthened client relationships through direct coordination and oversight of intricate events, troubleshooting challenges to exceed client expectations. * Improved operational performance by analyzing financial targets, implementing cost control efficiencies, and updating procurement and inventory practices, increasing Net Food Sales by 13%. |
| 05 / 2016 -06 / 2017 | GENERAL MANAGER  **Goldfinch (Two Rivers Hospitality Group)** | **Des Moines, IA**   * Oversaw rebranding efforts and successful opening of new restaurant concept, managing $5MM project budget and operational and personnel preparations. * Increased private events and banquets bookings through targeted social media marketing and strategic partnerships with community influencers and vendor partners. * Expanded employee onboarding and training programs, prioritizing customer experience benchmarks and company values to promote new hire assimilation and staff retention. |

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| **WORK HISTORY (cont’d)** | |
| 11 / 2015 - 05 / 2016 | CATERING & EVENTS MANAGER (INTERIM)  **CateringDSM (Two Rivers Hospitality Group)** | **Des Moines, IA**   * Reviewed and negotiated venue rental contracts and scope of work agreements for largescale events, determining financial viability and safeguarding risk and legal compliance. * Utilized broad client network and valued industry relationships to secure new and repeat business, helping exceed revenue goals. * Supported integration of advanced labor management and inventory software, helping reduce variable costs and improving ordering and inventory practices for beverages and catering service items. |
| 10 / 2012 - 11 / 2015 | ASSISTANT GENERAL MANAGER  **Dos Rios (Two Rivers Hospitality Group)** | **Des Moines, IA**   * Coordinated on- and off-premises private events and banquets, including production of Cinco de Mayo Street Festival with Gross Sales of >$25K annually. * Facilitated effective and regular bilingual communication between front-of-house and back-of-house teams, fostering an inclusive, team-first environment and elevating food service operations. * Collaborated with Executive Chef and General Manager to expand private events offerings and services and introduced Tequila Dinners in partnership with exclusive vendor partners. |

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| EDUCATION |
| **The University of Iowa** | **Iowa City, IA**  Spanish & International Business |

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| **AWARDS & INVOLVEMENT** |
| * Krause Group Values Award Recipient for Teamwork, 2022 * United Way Campaign Co-Chairman, 2021 * United Way Committee Member, 2019 – 2023 * Events Steering Committee Founding Member, 2021 – 2023 * Base Camp Project Team Member, 2023 – 2024 |