

**CONTACT**

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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

**PROFICIENCIES**

Canva

Cvent

Google Workspace

Microsoft Office

Monday.com

Salesforce

Slack

Webex

Zoom

**LANGUAGES**

English

Spanish (Conversational)

# 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, tradeshow, 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.

## 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.

## EDUCATION

**The University of Iowa | Iowa City, IA**

Spanish & International Business

## 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