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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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| **SKILLS & PROGRAMS** |
| 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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| **LANGUAGES** |
| English |
| Spanish (Conversational) |
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| BRIAN EDWARDS  Events, Hospitality, and Marketing Communications Professional | |
| *Creative, detailed, and collaborative events and marketing communications leader with over 10 years of experience delivering the planning, execution, and evaluation of engaging, value-generating corporate and client-facing events domestically and internationally.* | |
| **WORK HISTORY** | |
| 07 / 2019 - 10 / 2024 | EVENTS PLANNING MANAGER  **Krause Group (Kum & Go, Maverik)** | **Des Moines, IA**   * Oversaw strategy and execution of enterprise event programs including internal meetings, conferences, trade shows, and external field marketing activations, sponsorships, and partnerships for international parent company (Krause Group) and its domestic subsidiary, a 400+ unit convenience store retailer (Kum & Go). * Managed all phases of end-to-end event and project lifecycles from conceptualization to completion and postmortem debriefs while concurrently delivering on complex event scopes, KPIs, and goals, adhering to budgets ranging from $5K to $3MM+. * Optimized event performance by steering ongoing collaboration and communication with event stakeholders, leaders, and vendors to foster alignment and ensure readiness, accuracy, and timeliness in executing multifaceted event plans. * Designed and implemented companywide meetings and events integration process with Cvent, overseeing internal project team as lead client liaison to restructure and advance post-Covid processes. * Enhanced attendee experience by introducing unique event concepts, deploying creative engagement tactics, and referencing surveys and feedback to inform opportunities for development and continuous improvement. |
| 06 / 2017 - 06 / 2019 | DIRECTOR OF OPERATIONS  **Two Rivers Hospitality Group** | **Des Moines, IA**   * Directed day-to-day functions of multi-entity hospitality group operating two unique restaurant concepts and specializing in high-volume catering and elevated event solutions that produced >100 events annually. * Established and maintained strong client relationships through direct coordination and oversight of intricate and high-spend events, troubleshooting challenges to exceed client expectations. * Trained event leadership team in client relations, sales, and management best practices to influence sales growth, cultivate cohesion, and promote staff development, contributing to an increase in catering and event Gross Revenue of 18% (YOY). * Improved operational performance by analyzing weekly financial targets, adopting cost control efficiencies, and deploying updated procurement and inventory practices, increasing Net Food Sales by 13% (YOY). |

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| WORK HISTORY *(continued)* | |
| 05 / 2016 -06 / 2017 | GENERAL MANAGER  **Goldfinch (Two Rivers Hospitality Group)** | **Des Moines, IA**   * Spearheaded tactical rebranding efforts and successful opening of new restaurant concept, overseeing project budget and outputs including all aspects of brand marketing, operations, staffing and training, and food and beverage menu development. * Boosted private events and banquets bookings and revenues by using paid and organic social media tactics and leveraging partnerships with community influencers and vendors to market target clientele. * Expanded employee onboarding procedures and training program to prioritize customer service benchmarks and company standards, encouraging new hire assimilation and staff retention. |
| 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 all 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 | |