

BRANDON C. BECKSTEAD

EVENT MANAGER

Versatile, multi-lingual (Spanish) manager with proven success driving revenue and profitability of organizations. Proven success in event management, sales, account and client management. Talented leader able to motivate team to achieve goals. Exceptional interpersonal, organization, and negotiation skills.

- Successfully manages diverse range of projects from vision to strategy to execution and delivery.
- Exceptional communicator skilled at cultivating and maintaining strong client relationships.
- Dynamic contributor with success building internal and external partnerships.
- Trustworthy individual capable of safeguarding confidential information; exhibits excellent work ethic.

Project Management • Partner Development • Sales & Marketing • Account Management • Client Relations
Event Planning • Proposal Preparation • Strategic Planning • Contract Negotiation • Financial Management
Personnel Training & Development • Interpersonal, Organizational, Written Communication • Customer Service

PROFESSIONAL EXPERIENCE

FAMILYSEARCH, Salt Lake City, Utah • 2015 – PRESENT

Event Manager/Logistics Manager: Personally oversaw and managed all logistics for the RootsTech Conference and RootsTech London. Worked with all sponsors, exhibitors and outside vendors. Helped to negotiate 30 years of Salt Palace Convention Center usage.

- Managed all aspects of RootsTech including logistics of entire venue, raising funds with sponsors and selling the expo hall.
- Worked on multiple contracts with venue, decorator, sponsors and exhibitors.
- Managed the expansion of RootsTech to London

LDS CONFERENCE CENTER, Salt Lake City, Utah • 2012 – 2015

Event Coordinator: Personally oversaw and managed 2600 meetings and events yearly. Meetings and events ranged from 5 people to over 21,000 attendees per event night. Oversaw volunteer staff in implementing each event. Managed events in multiple venues ranging from an 830 seat theater, a 1,200 seat concert hall, a 3,000 seat venue and the 21,000 seat Conference Center.

- Personally managed 2,575 meetings and events each year
- Managed events with attendance of 21,000 attendees and over 1,200 performers
- Coordinated all aspects of events with all divisions including, catering, floral, security, AV, custodial, guest services, volunteers, ticketing, stage crew, public relations and outside vendors.

FARM BUREAU FINANCIAL SERVICES, Salt Lake City, Utah • 2008 – 2012

Business Owner: Sell variety of insurance including life, health, property and casualty, long-term care, and disability to ensure financial peace of mind for clients in event of unfortunate circumstance and/or tragedy. Provide additional consultation and services including financial, estate, retirement, and college planning. Assist clients with gathering confidential information. Tailor products and policies to meet individual needs.

Seek out new clients and develop clientele by networking to find customers and generate lists of prospective clients. Utilize cross-selling opportunities to grow customers in all areas of insurance and most investments. Maintain confidential and detailed records, reports, contracts, and other documents for clientele. Organize and present financial training seminars to attract new customers. Hire, train, and manage staff. Build and maintain solid relationships with clients by providing excellent customer service, resolving concerns, and handling issues.

- Maintained 95.8% retention rate of clients.
- Earned 50 Club and Blue Vase Club sales recognitions.

- Developed successful marketing program with businesses and general public.

SALT PALACE CONVENTION CENTER SMG, Salt Lake City, Utah • 2005 – 2008

National Sales Manager: Managed all clients with contracts more than 1 ½ years out. Negotiated contracts with clients and potential clients. Assisted in marketing efforts promoting Salt Palace Convention Center. Contributed to creation of marketing plans. Devised and implemented goals for all National Sales. Traveled out of state to prospect and work with potential clients. Responded to RFP's, writing outgoing proposals.

- Team surpassed sales goals by 34% in 2007.
- Strengthened working relationship with Salt Lake Convention and Visitors Bureau: SMG's main partner.
- Created new programs to condense and expedite all work for department.

MODERN DISPLAY, Salt Lake City, Utah • 2003 – 2005

Account Executive: Oversaw production, marketing, and sales of exposition services to long-lasting and new clients with numerous accounts across country. Ensured utmost satisfaction of client. Managed accounts of key customers including Sundance Film Festival, Stampin' Up, Utah Dental, System & Software Technology Conference, and International Sportsman's Exposition.

- Maintained and strengthened relationships with 5 of Modern Display's top 10 accounts.
- Executed successful management of month-long Sundance Film Festival event.
- Spearheaded group presenting creative ideas to clients instructing how to accomplish goals for events and/or projects.
- Recruited by Salt Palace Convention Center due to exceptional work at Modern Display.

THANKSGIVING POINT, Lehi, Utah • 2001 – 2002

Events Manager: Organized, managed, and closed financials of all public events. Participated in marketing and promotions of events. Supervised staff of 6 – 20 employees per event. Coordinated with internal departments, neighborhood police, local businesses, 150 volunteers, and multiple TV and radio stations per event. Executed new projects and events on regular basis.

- Managed seamless operations of events including Easter Egg Hunt (15K patrons), Merle Haggard Concert (3,5K patrons), and The Ark (30 continuous shows).
- Drove existing events to achieve highest ever success through skillful planning and marketing; grew Easter Egg Hunt from approximately 4,5K attendees to 15K as Events Manager.

DELTA CENTER, Salt Lake City, Utah • 2000 – 2001

Event Manager: Managed and/or assisted in planning, organization, operations, implementation, and post-event activities for every event including Utah Jazz and Utah Starzz Games, concerts including Bon Jovi (16K patrons) and U2 (\$1.3M revenue), banquets, TV and radio media, commercials and movie shoots, small meetings, and family shows such as Disney on Ice and Moto Cross. Worked successfully multi-tasking and managing multiple projects at any given time.

EDUCATION

Master of Business Administration, Marketing emphasis

David Eccles School of Business - University of Utah, Salt Lake City, Utah

Bachelor of Science in Organizational Communications

University of Utah, Salt Lake City, Utah

Volunteer

Ouelessebougou Alliance – 12 years

Murray Arts Advisory Board – 5 years