

# GABRIELLE D. EVANS

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## Education

**Iowa State University**, Ames, Iowa

*Bachelor of Science*, Event Management

May 2021

*Bachelor of Science*, Hospitality Management

May 2021

*Minor*: Culinary Food Science

GPA: 3.97/4.00

Certifications: ServSafe - Alcohol, ServSafe - Food Handler

## Related Experience

**WPS Health Solutions**, Madison, WI – *Events and Community Relations Intern* May 2020 – Present

- Led a group of 29 interns remotely on a company-wide improvement project
- Develop and draft internal communication plans and content for internal meetings and events
- Virtually engage employees in internal meetings, fundraising projects and partnership events
- Organize and promote a four month digital initiative leading to an annual partner event

**Iowa State University Alumni Center**, Ames, IA - *Event Staff* August 2017 - Present

- Act as a main point of contact to assist clients during events with technical and special requests
- Monitor a variety of events for more than 200 people to ensure proper execution
- Collaborate with a team of 2-6, acting as shift lead, to meet and exceed client expectations
- Set up and tear down for different events according to client specifications and per BEO

**Prairie Moon Winery**, Ames, IA - *Events and Venue Manager* January 2019 - March 2020  
*Events Intern* August 2018 - December 2018

- Met with clients to secure contract, payment, and final details for corporate events and weddings
- Managed the venue by incorporating upgrades and planning public events to bring in more revenue
- Designed and set up floor plans for a variety of events with up to 300 guests
- Led a team of 10 during private and public events by scheduling, training, and supervising

**Dwolla**, Des Moines, IA - *Event Marketing Intern* April 2019 - September 2019

- Coordinated conference lunch and transportation for 250 attendees at 5 different restaurants
- Organized on-site and off-site events for community groups and company-wide activities
- Planned and tracked bi-weekly webinar hosted by the sales department
- Created, scheduled, and published a variety of content for social media using Sprout Social
- Tracked effectiveness of event and marketing activities on Salesforce and Pardot

**ISU Dining**, Ames, IA - *Student Chef Assistant* January 2019 - May 2019

- Assisted area chef with food prep, recipe organization, and venue management
- Created, planned, and tested recipes for 25-100 students at a university dining center
- Developed culinary skills by shadowing back of house chefs and preparing recipes for 1500
- Completed 100 hours of training and skills development in front and back of house positions

**Adventureland Park, Altoona, IA - Foods Manager Intern**

April 2018 - August 2018

- Navigated MICROS POS system and resolved technological issues
- Cooked and prepared a variety of food for customers throughout the park
- Ensured excellent customer service by helping customers and answering questions about food
- Managed and trained employees between the ages of 14 and 90 on proper operating procedures

**Study Abroad, Iowa State University**

- Food Science at Perrotis College, Thessaloniki January 2020 - April 2020
- Hospitality in the Arabic World, Dubai January 2019
- Hospitality in the Bahamas March 2018

## Leadership Experience

**Event Management Club, Membership Chair**  
*Member*

May 2020 - Present  
August 2017 - Present

- Encourage new and existing students to join and participate in club activities
- Collaborated with executive team on innovative ideas for virtual club meetings

**College of Human Sciences Council, Vice President**

May 2020 - Present

- Lead the Philanthropy committee by organizing fundraising events
- Manage the new membership selection and orientation

**Professional Convention Management Association, Student Member**

May 2020 – Present

- Attend and engage in webinars, virtual round tables, and panels
- Learn and earn certification in Business Event Bootcamp

**Society of Hospitality and Food Service Management, Student Member**

September 2019 - Present

- Attend the Annual Conference to learn from industry leaders
- Participate and engage in virtual discussions and webinars featuring industry professionals

**Iowa State University Human Sciences, Ambassador**

August 2018 - Present

- Meet with prospective students and parents about potential majors and opportunities
- Promote the College of Human Sciences through activities and programs for students and visitors

**College of Human Sciences Study Abroad, Ambassador**

August 2019 - May 2020

- Improved the study abroad programing and structure for future students
- Presented to classes about study abroad experiences and opportunities

**Undergraduate Research - Food Waste, Student Assistant**

April 2018 - September 2019

- Provided assistance in literature review and proposal composition
- Aided in physical experimentation and helped analyze data that was retrieved

**Destination Iowa State, Group Leader**

Fall 2018

- Led a group of 12 new students through three days of orientation and introduction activities
- Provided guidance to new students by answering questions about campus and all things Iowa State