RYAN MATTHEW GROSS

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EVENT MANAGER FOR LUXURY/HNW CLIENTS AND BRANDS

Experienced events manager and producer with direct experience working with luxury brands in F&B, hospitality and high-end real estate. Skilled in planning and process management for large budgeted events, with a keen eye for style and luxury design. Adept at designing and executing large and small-scale events for luxury clients and corporate teams with a proven ability to lead successful programming while implementing ambitious concepts and upholding high-level hospitality standards. Looking to join a team full-time.

Areas of Expertise

- Event Design and Management
- Budget Management
- Vendor and Rental Management
- Tripleseat / Cvent
- Creative Production
- Project Management
- Team Leadership
- Event Banquet Orders
- Operations and Contracts
- Strategic Partnerships
- Client Relationships
- Pitches and Concept Decks
- Communications
- Content Marketing
- Strategic Planning

Professional Experience

EVENT MANAGER AND PRODUCER | Freelance for Luxury Brands and HNW Clientele, New York, NY   2020 – Present

Direct experience in managing and executing events for high-profile clientele. A strong background in event planning, coordination and logistics, with the ability to seamlessly deliver luxury experiences that exceed client expectations.

- Worked with notable private clients, luxury hotels, as well as recognizable brands such as Major Food Group and SERHANT.
- Developed comprehensive event proposals, budgets, timelines, and thematic concepts.
- Confident in sourcing and managing top-tier vendors and talent, while having built a strong network of trusted vendors.
- Produced and executed unique luxury weddings and private events with hospitality groups and large F&B teams.
- Extensive knowledge and comfortability with BEOs and vendor contract negotiations.
- Always gathering feedback from clients and stakeholders to continuously improve future event execution.

MANAGER OF SOCIAL MEDIA MARKETING & PARTNERSHIPS | Van Wyck & Van Wyck, New York, NY   2021 — 2022

Managed the strategic planning and production of comprehensive social media marketing initiatives and partnerships set forth by the Marketing Director. Produced dynamic content ensuring alignment with brand guidelines white also providing comprehensive on-site event management of creative teams and operations for HNW individuals.

- Assisted in the management of contracted vendors, i.e. photographers and videographers.
- Coordinated schedules, shot lists, VIP logistics while ensuring a high level of professionalism.
- Event coordination and on-site management of projects with budgets reaching up to $50MM.

FLAGSHIP EXPERIENCE AND EVENTS COORDINATOR, CLIENT ADVISOR | 3.1 Phillip Lim, New York, NY   2018 – 2020

Managed and administered live events while further developing sales strategies as per latest industry requirements. Led brand awareness programs with influencer and brand partners to increase business outreach alongside the branding team.

- Worked closely with the Sales team, CEO, VIP clients, and the Branding team to implement strategic programming.
- Reported directly to Flagship Manager and CEO and Creative Services team.
- Provided regular reporting for sales and programming.

Career Note

Manager of Events at The Board, New York, NY (Hybrid)
Manager of Digital Experience Strategy (Digital Events) at Gallarus Ventures LLC, New York, NY (Remote)
Manager of Content, Fashion Events & Lifestyle Media at ZYDE, New York, NY
Coordinator of VIP Event Promotions at PUBLIC Hotels, New York, NY
Business Assistant for North American Division at Masai Clothing Inc., New York, NY
Branding & Graphic Design Internship at 3.1 Phillip Lim, New York, NY
Design & Marketing Internship at Thierry Lasry, New York, NY

Education

Bachelor in Business Administration, Strategic Design & Management | Parsons School of Design, New York, NY | 2021
Meisner Technique (Acting) | T. Schreiber Studio, New York, NY
High School Diploma | The Harvey School, Katonah, NY | 2017
Photography & Design Intensive | La Sorbonne, Paris, FR