

# ALICIA PETTIS

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## SUMMARY

Future-oriented and insight-driven professional looking to apply my skills in research and fundraising strategy to a Design Thinking role with a mission driven company. Strong experience in designing service models for public and private institutions, bringing the following skills:

**Collaboration**  
**Market Research**

**Human-Centered Design (HCD)**  
**Executive Presentation Skills**

**User Research**  
**End-to-End Strategy**

## EDUCATION

Certificate in Mastering Design Thinking | Massachusetts Institute of Technology, Boston, MA 2022

Master of Public Administration | George Mason University, Fairfax, VA 2020

Bachelor of Arts in Sociology | James Madison University, Harrisonburg, VA 2014

## PROFESSIONAL EXPERIENCE

**Georgetown University** (12/2019 – 9/2021)

### **Assistant Director | Class Programs & Reunion Campaigns**

*Engaged lead donors to generate over 3+ million with average donor participation above 98% of universities globally.*

- Created a unique online marketing campaign which garnered a 58% increase in year-end gifts.
- Adapted in-person reunion programs to meet a new virtual platform, with 40 events and 4,500 attendees.
- Initiated an award winning internal monthly newsletter to provide DEI educational content for colleagues.

**James Madison University** (12/2014 – 8/2017)

### **Assistant Director of Leadership Giving | Office Annual Giving**

*Managed program and built relationships with 200 lead donors, keeping updated ethnographic and relationship info.*

- Managed lead donor program, increasing membership by 11% and growing revenue to \$3+ million.
- Analyzed user data quality, identified issue, and implemented solution, resulting in 1k+ updates.
- Consulted on “why women give,” informing strategy, goals, and benchmarking.

### **Young Alumni Program Manager | Office of Annual Giving**

*Spearheaded research, creation, and strategic visioning of millennial giving service solution: the GOLD Network.*

- Directed comprehensive quantitative & qualitative research to gain insights into what drives YA to give.
- Utilized data to propose business opportunity to establish the first young alumni program: GOLD Network.
- Leveraged deep trends in tech to advocate for more digital solicitations, resulting in 24% increase in donors.
- Collaborated with cross-disciplinary team to create first Career & Networking Month, engaging 1k+ alumni.
- Pitched a business proposal to investors resulting in \$12k of seed-money for 2 new service ventures.

### **Annual Giving Coordinator | Office of Annual Giving**

*Supported fundraising efforts by creating email solicitations, online marketing campaigns, and training volunteers.*

- Partnered with marketing to develop solicitations and stewardship deliverables resulting in record revenue.
- Contributed to creation of a new digital fundraising platform by delivering donor journeys and site maps.

**Nicecream, LLC | Entrepreneurial Venture** (6/2013 - 8/2013, 6/2014 -11/2014)

### **Marketing & Events Manager**

*First hire of early-stage food venture. Built and tested brand and product prototypes.*

- Developed brand guidelines and managed all marketing materials for web, social media, and PR releases.
- Created and tested first product prototypes in the market to build a quality customer driven ice cream.

## ADDITIONAL ACHIEVEMENTS

**COMPUTER SKILLS** Microsoft Office Suite, Adobe CS, Figma, Miro, IBM Cognos Analytics, Salesforce, and Wordpress.

**HONORS** CASE District II Silver Award Digital Communications 2020  
CASE District III Best Overall Annual Giving Program 2017