

ALICIA PETTIS

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SUMMARY

Insight-driven professional looking to apply talents in design thinking and strategic communication. Bringing the following skills:

Cross-Functional Collaboration
Qualitative Research

Human-Centered Design (HCD)
Executive Presentation Skills

Service Design
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

Lululemon Athletica (5/2022 – present)

Full-Time Educator | Tysons Corner

Providing luxury experience and technical product education for guests at the a high-volume store in the Mid-Atlantic region.

- Created marketing assets like images and videos to support community cycling event with 50 participants.

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.

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.

- 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