

ALICIA PETTIS

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PROFESSIONAL EXPERIENCE

Sitar Arts Center (1/2013 – 4/2023)

Design Thinking Consultant | Innovation & Engagement

- Conducted research, created journey maps, prototyped, and pitched a proposal for an urban planning-informed partnership for youth workforce development that won People's Choice Award.

Lululemon Athletica (5/2022 – present)

Full-Time Educator | Tysons Corner

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

- Applied community outreach skills to create 2 successful community events to generate sales at new store.

Career break - Primary Caregiver to Family Member (9/2021 – 8/2022)

- Provided end-of-life care for a parent; including managing appointments, medication, and personal care.

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 that 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 engaging 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.
- Led collaboration of cross-functional 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 user journey maps and personas.

EDUCATION

Spring of Design Certificate in Design Thinking & Innovation | Darden School of Business at UVA, VA 2023

Certificate in Mastering Design Thinking | Sloan School of Management at MIT, Boston, MA 2022

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

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

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