

ALICIA PETTIS

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EDUCATION

CORNELL SC JOHNSON COLLEGE OF BUSINESS

Ithaca, NY

Master of Business Administration

2026

- Forté Fellow (merit-based scholarship), Strategic Product Marketing Immersion
- Co-President Student Council, Corporate Strategy & Marketing Club, Big Red Ventures Due Diligence Associate.

GEORGE MASON UNIVERSITY SCHAR SCHOOL OF POLICY & GOVERNMENT

Fairfax, VA

Master of Public Administration

2020

- Thesis: Programmatic Evaluation Synthesis of CHIP Coverage for Children with Special Health Needs

JAMES MADISON UNIVERSITY

Harrisonburg, VA

Bachelor of Arts in Sociology

2014

- Awarded Leader of the Year as Student Body VP; later served as Senior Class President and Graduation Speaker.

PROFESSIONAL EXPERIENCE

GEORGE MASON UNIVERSITY

Fairfax, VA

Associate Director of Development

2023 - 2024

- Stewarded a \$51M renaming gift of the Costello College of Business, enhancing long-term donor relationships.
- Secured a \$3M gift to fund faculty research position through relationship cultivation and proposal development.
- Activated new donor relationships in portfolio, achieving 80% engagement rate through consistent outreach.

SITAR ARTS CENTER

Washington, DC

Design Thinking Consultant

2022 - 2023

- Won People's Choice Award for business proposal in pitch competition by spearheading a social innovation team of 4 through conducting research, designing journey maps, and developing and testing 6 prototypes.

GEORGETOWN UNIVERSITY

Washington, DC

Assistant Director of Class Programs & Reunion Campaigns

2019 - 2021

- Increased year-end gifts by 58% by building an online marketing campaign using gamification strategies.
- Launched an award-winning internal monthly newsletter to provide DEI educational content for colleagues.

JAMES MADISON UNIVERSITY

Harrisonburg, VA

Assistant Director of Leadership Annual Giving

2016 - 2017

- Analyzed 200k user records, identifying and resolving contact data issues through 1k+ targeted updates.
- Expanded membership by 11% and revenue by 40% in lead donor program through strategic rebranding efforts.

Young Alumni Program Manager

2015 - 2016

- Initiated collaboration with 4 cross-functional teams to build first Alumni Networking Month, engaging 1k alums.
- Pitched business proposal with partner to investors resulting in \$12k of seed money for 2 new service ventures.

Annual Giving Coordinator

2014 - 2015

- Leveraged emerging trends in tech to advocate for more digital solicitations, resulting in 24% increase in donors.
- Facilitated UX/UI design of digital fundraising platform to boost online donor conversion rate by 34%.

ADDITIONAL INFORMATION

- **Art & History Museum Aficionado:** Favorites include Berlin's Pergamon and Boston's Isabella Stewart Gardner.
- **Dessert Recipe Creator:** Creator of a standout Layered Pavlova with Raspberry Curd recipe featured online.
- **Amateur Cinephile:** Seen 60% of the AFI Top 100; favorite movie is Hitchcock's *To Catch a Thief* (1955).
- **Certificates:** Executive Education Design Thinking Certificates from UVA Darden (2023) & MIT Sloan (2022).
- **Volunteering:** Served as Assistant Chief Elections Officer, overseeing voting; member of Design Thinking DC.
- **Awards:** 1ST Place Johnson Deloitte Case Competition '24, 2nd Place Battle of the Brands Marketing Competition.