**Alicia McNease**

201 Moury Avenue SW, Atlanta Georgia●404.513.8222 ● [amcnease1@gmail.com](mailto:amcnease1@gmail.com)

**EDUCATION**

**Georgia State University, Atlanta, Georgia**

Masters of Science in Sports Administration Expected Graduation Date: 12/12

Bachelor of Arts in Journalism and Sociology December 2010

**WORK EXPERIENCE**

**United States Tennis Association- Southern** 09/11- 01/12

*Graduate Assistant*

* Assist the Director of Communications with everyday tasks.
* Assist with USTA promotional and marketing campaigns and events.
* Assist with USTA membership and sponsorship campaigns.. etc.

**Atlanta Braves** 07/11- 10/11

*Ticket Sales Trainee*

* A combined total of more that $13,000 in new and group sales.
* Provide superior customer service to clients - existing ticket holders and prospects
* Call new businesses, previous ticket buyers and other targeted individuals to sell Braves season, mini-plans and groups packages
* Facilitate sales & service through inbound calls while maintaining a minimum level of outbound calls

**Atlanta Falcons** 2011/2012

*Game Day Volunteer*

* Report to the Ticket Sales Manager and help with game day duties

**Georgia State University Athletics** 10/10-07/11

*Account Executive/ Sales*

* A combined total of more than $45,000 in new, season and group sales.
* Generate new and repeat sales of season, mini-plans, individual, and group tickets for Georgia State University Athletic events, with a concentration on Football and Basketball
* Work in conjunction with the entire Ticket Sales & Development team to uphold the mandates of the department regarding sales & service goals and objectives.
* Perform outbound calls in an effort to increase donor prospects
* Maintain computerized records of all clients and prospects with Ticketmaster Archtics Software
* Assist with game day responsibilities of the Ticket Sales & Development departments

**Asta Publications** Atlanta, GA 10/10- 01/11

*Publishing and PR Associate*

* Secured speaking and signing dates for clients.
* Planned events in TN and TX for authors
* Edited Manuscripts for potential clients

**ACTIVITIES/ LEADERSHIP**

**ESPN Game Day Volunteer** 12/2011

**Chick-Fil-a Bowl Volunteer** 12/2011

**National Council of Negro Women-** GSU chapter President 10/08- 05/10

**American Women in Radio and Television-** Member8/09- present

**SKILLS**

Functional knowledge of Microsoft Office Suite XP, including Word, PowerPoint, Excel, and Access