

ALISSA PERSICHETTI

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JOB EXPERIENCE

Oakland Athletics Oakland, CA
Manager, Marketing & Advertising Feb 2021- Present

- Assist with planning and implementation of traditional / digital marketing and advertising campaigns
- Track and review website, email, and paid analytics, including open rates and clicks to suggest best practices to optimize goals, including fan engagement, follower growth, and ROI
- Develop revenue-driven marketing events and promotions
- Manage Marketing Coordinator, who runs all on-field game day activation
- Oversee all content on athletics.com, working collaboratively across the company
- Develop and write copy for the A's yearlong email calendar

Oakland Athletics Oakland, CA
Manager, Group Sales & Events May 2018- Feb 2021

- Managed a team of 13 group sales account executives and 4 group sales interns
- Implemented the group sales internship program and curriculum, brand new for the 2019 season
- During the 2018 season, A's group sales team generated revenue of \$7mm and increased revenue in the group sales division by 45% year over year
- Planned, executed, and created sales strategies for 60 special events during the 2019 A's season: including, theme nights, prospecting events, panels, and appreciation events
- Managed and sold a book of business of over \$250,000 across group & suite products for the 2021 season
- Assisted in designing, ordering, and budgeting giveaways for theme nights

Oakland Athletics Oakland, CA
Group Sales Account Executive October 2017- May 2018

- Top performing Account Executive in the 2018 season
- Exceeded renewal revenue benchmark in the 2018 season, selling \$758,000 in groups and suites
- Successfully brought on Lululemon as a partner for Yoga Day, where they provided the A's with over \$14,000 of product
- Ran point on the A's largest group day: Little League Day (11,416 tickets)

Oakland Athletics Oakland, CA
Account Executive January 2016- October 2017

- Hit 107% of group sales goal for the 2017 season
- Brought in over \$590,000 in my second season as a sales rep, the top rep performer in my age group
- Designed and executive a sales workshop that hired three new Account Executives
- Communicated with customers directly via outbound phone calls, face-to-face appointments, and game day activities

Pittsburgh Pirates Pittsburgh, PA
Ticket Sales and Services Intern May 2015- December 2015

- Utilized ProVenue ticketing system and CRM software
- Operated and advertised two social clubs within the Pirates organization— approx. 13,000 members
- Interacted with costumers in person and over the phone to resolve problems

EDUCATION

University of Pittsburgh School of Arts and Sciences Pittsburgh, PA

- BA in Communication with a minor in Spanish and certificate in Public and Professional Writing
- Cumulative GPA: 3.59 Major GPA: 3.87 **Graduation Date: December 2015**