



## Resumé

### Alison M. Holcomb

#### Experience

##### **Account Executive; January 2010 to present**

Custom Management Group, LLC; Charlottesville, Virginia

Responsible for oversight and management of non-profit association clients, serving as Executive Director or Program Director: responsibilities include communicating with members, committees and Board of Directors; administering Annual Meetings and special trainings, including design of marketing materials, registration, attendee resources, fundraising, special events, audio visual, catering, exhibit management, on-site supervision and interaction with planning committees, volunteers, and presenters; conducting fund development programs including grant applications and proposals; marketing associations at affiliated organizations' Annual Meetings; designing, editing, and publicizing online professional training modules; designing, editing, and publicizing newsletters and membership directories; designing and maintaining membership databases; designing and maintaining internal filing procedures; authoring and editing client standard operating procedures; overseeing new member application, dues, and meeting registration processing; designing and overseeing distribution of yearly dues invoices; and maintaining websites.

##### **Assistant Site Manager; March 2007 to January 2010**

Duke Homestead State Historic Site; Durham, North Carolina

Responsibilities included recruiting, training and coordinating adult volunteers and part-time staff members; planning, promoting and coordinating site special events and fundraisers; designing and distributing semi-annual newsletter and event fliers; assisting in the development and design of exhibits; paying site bills and coordinating financials with site non-profit support group; ensuring quality visitor services; and managing site library.

##### **Educational Outreach Assistant; August 2006 to March 2007**

North Carolina Museum of History; Raleigh, North Carolina

*Media Center:* developed, researched, and edited activity supplements on North Carolina history.

*Tar Heel Junior Historian Association:* processed applications; coordinated membership mailings and communications; and edited membership materials.

*National History Day National Contest:* assisted North Carolina delegation with exhibit set-up and contest run-offs; chaperoned student trip to Washington, DC office of Senator Burr; drafted and distributed letters to state representatives, state senators and U.S. Congressmen; researched and recommended possible funding sources and future programs.

**Program Director and Director of Meetings**  
**Director of Membership Services and Meetings**  
**Manager of Membership Services**  
**Senior Administrative Assistant**

Custom Management Group, LLC, August 2001 to July 2005

Responsibilities included general association and special project management; designing and maintaining of membership databases; administering Annual Meetings and special trainings (including design of marketing materials, registration, attendee resources, AV, catering, exhibit management, on-site supervision and interaction with planning committees and presenters); designing and editing newsletters and membership directories; authoring and editing client standard operating procedures; overseeing new member application, dues and meeting registration processing; designing and overseeing distribution of yearly dues invoices; maintaining websites; communicating with membership regarding Annual Meetings, special trainings, membership benefits and opportunities; and processing and administering awards.

Education

University of Virginia; B.A., History, 2001

North Carolina State University; M.A., Public History, 2007

Computer Skills

Proficient with Microsoft Office including Word, Excel, Access, Outlook, PowerPoint and Publisher; FrontPage; Articulate; PageMaker; InDesign; Photoshop; Dreamweaver; iMIS

Special Skills

Excels in tasks involving attention to detail, organization, and quality control.

Professional Training

PageMaker 7, March 2002

ASAE Hotel Operations Program, Crystal Gateway Marriott, Arlington, Virginia,  
5 – 7 September 2002

ASAE Certified Meeting Professional Preparatory Course, Minneapolis, 14 August 2004

ASAE Annual Meeting, Minneapolis, 14 – 17 August 2004

Professional Affiliations

Co-President, N.C. State History Graduate Student Association, May 2006 to May 2007

Member, American Society of Association Executives (ASAE), April 2002 to June 2005, 2010