

# Alicia P. Webb

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## SUMMARY OF QUALIFICATIONS

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Results-oriented, motivated professional with background in the fields of Journalism and Public Relations. Experience in both Television Journalism and Media Relations. Exceptional interpersonal, communication and writing skills.

## PROFESSIONAL EXPERIENCE

2007 to Current

**Macy's North  
Macy's By Appointment - Personal Shopper/Fashion Consultant  
Schaumburg, IL**

- Stay on top of current trends, develop trend expertise
- Make client the number one priority
- Determine client needs through appropriate interview process, learn client's lifestyle
- Work with client to develop comprehensive wardrobe building plan
- Responsible for business growth, maintain and build clientele
- Identify client's gift giving and personal needs
- Coordinate fashion shows and other Macy's events, responsible for speaking at Macy's events and providing outstanding publicity
- Certified in Women's "Better Sportswear"
- Educate clients on different designers and department store vendors
- Work with numerous female professionals in suburban Chicago
- Act as fashion educator and image consultant, provide advice on how clothes can make people look and feel

2006 to 2007

**BCBG Max Azria  
Account Executive  
Schaumburg, Illinois**

- Develop effective employee and client communications
- Responsible for management of daily business operations
- Represent company at events while building internal and external relationships
- Communicate, plan and execute all functions and staff meetings
- Coordinate publicity for BCBG; responsible for market research
- Drive and analyze business, increase sales and maintain outstanding productivity
- Responsible for forecasting sales and recapping sales histories
- Oversee budget for payroll, training and development
- Protect the BCBG Max Azria brand with product knowledge and visual standards
- Coordinate and provide monthly updates to Senior management

2005-2006

**Allstate Insurance Company, Corporate Relations  
Media Relations Specialist  
Northbrook, Illinois**

- Respond to media inquires

- Update and compile media lists
- Contact media in Chicago regarding Allstate events
- Track Allstate media hits/publicity nationwide
- Assist in writing press releases
- Planned annual events, including "Ride for Kids"
- Provided support for planning of Allstate Shareholders' Meeting
- Coordinate large mass mailings to customers of Allstate Insurance Company
- Partner with Marketing Department for various projects
- Provided back-up support in departments including, Media Relations, Agency Compensation and Allstate Financial
- Responsible for organization and mailing of press kits to various media outlets

2004-2005

**WMDT-47, (ABC)**  
**General Assignment Reporter**  
**Salisbury, Maryland**

- Researched and interviewed multiple sources for quality news report on tight deadlines on a daily basis.
- Write anchor copy and packages for evening newscasts.
- Front stories live and on set on a regular basis and present in a clear and concise manner -- competent reporting skills.
- Education Reporter, which included writing and producing weekly segment entitled, "Classroom Connection".
- Maintained an extensive knowledge of local and national news events, held extensive conversations with a large number of community members listening to their questions and concerns
- Served as the face of the station by attending functions and working closely with community groups.
- Pitched unique and interesting story ideas at daily meetings

2003

**ABC7, (ABC)**  
**Associate Producer**  
**Chicago, Illinois**

- Wrote and produced for "Someone You Should Know " segment which was featured weekly.
- Generated story ideas and scheduled interviews.
- Produced news, sports, politics, and fashion segments.

2004

**EDUCATION**

Indiana University, Bloomington, Indiana  
 Bachelor of Arts: Journalism (Ernie Pyle School of Journalism)  
 Minor: Political Science