



The Faces of the Alpharetta Convention & Visitors Bureau

Meet the Team Behind Alpharetta's Tourism Magic

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ALPHARETTA, GA – At the Alpharetta Convention & Visitors Bureau (ACVB), the team believes in more than just promoting this vibrant city – they live and breathe it. From creating unforgettable visitor experiences to showcasing everything from boutique shopping to big-name concerts, meet the friendly faces behind the magic that makes Alpharetta an incredible place to visit, stay, and play.

Today, we're pulling back the curtain to introduce you to the amazing team that makes it all happen - 13 dedicated, creative, and passionate professionals who work tirelessly to elevate Alpharetta's story and welcome the world to this awesome city.

So, without further ado, meet the dream team (featured from left to right):



Casey Robinson – As Director of Finance & Operations, Casey keeps our budgets in check and our office running smoothly. Casey is the master of logistics, streamlining processes, overseeing operations, and keeping our team equipped, organized, and on track. Dependable, detail-oriented, and endlessly resourceful Casey is the force making sure the budget and the office run smoothly and efficiently.

Stephanie Transou – As Social Media Manager, Stephanie is the creative force behind Alpharetta’s digital presence. Stephanie transforms everyday moments such as a steaming cup of coffee, a sizzling new burger joint, or a scenic downtown stroll, into engaging, scroll-stopping content. If you’ve ever liked, shared, or double-tapped a post from Awesome Alpharetta, chances are Stephanie made it happen. Stephanie spots trends and crafts savvy social strategy to keep Alpharetta top of mind, and top of feed.

Anita Jupin – The voice behind the brand as Director of PR & Communications, Anita crafts compelling stories that shine a spotlight on Alpharetta. Her warmth, passion for connection, creativity, and community shines through in every press release, campaign, and promotion. As the strategist behind Alpharetta’s public image, she ensures Alpharetta’s unique charm is seen, heard, and truly felt by promoting major events, building strong press connections, and bringing the city’s bright personality to life.

Anna Mikell – As Director of Sports Sales, Anna brings the energy and action to Alpharetta. She promotes the city as a premier destination for athletic events including youth tournaments to regional championships. Anna builds strong partnerships and secures high-impact sporting events and lasting community connections. Anna's hard work and dedication directly contribute to Alpharetta's unstoppable sports scene and thriving local economy.

Lisa Bradshaw – Our creative Brand & Website Manager, Lisa works to make sure everything looks beautiful, loads fast, and reflects Alpharetta's one-of-a-kind personality. She ensures every pixel, page, and post aligns seamlessly with Alpharetta's unique identity. Lisa brings a sharp eye for detail and a deep understanding of what makes Alpharetta stand out.

Layne Mitchell – As our talented Brand Director, Layne is the visual artist and mastermind behind each campaign. She transforms ideas into eye-catching graphics that captivate and inspire. She beautifully designs Alpharetta's visitor guides, bold banners, and maps, and brings the sparkle that makes Alpharetta shine. Her creative touch ensures that the bureau tells a visually compelling story that truly reflects the spirit of Alpharetta.

Beth Brown – As the VP of Sales, Beth is the driving force behind Alpharetta's group and meeting business. A master relationship-builder with deep industry expertise, she connects with meeting planners, corporate groups, and event organizers from around the country, showcasing all that Alpharetta has to offer. Beth brings enthusiasm, professionalism, and strategy to bring business into Alpharetta to boost the local economy and create a positive impact for the community.

Janet Rodgers – The heart of the bureau and its fearless leader, President & CEO, Janet is a visionary, mentor, and Alpharetta's biggest cheerleader. With Janet's unwavering passion for Alpharetta, she sets the strategic direction, inspires the team, and celebrates Alpharetta on every stage. Equal parts mentor, innovator, and tireless advocate, she is the driving energy behind countless initiatives that have helped shape Alpharetta's identity and growing tourism impact. If you've ever fallen in love with Alpharetta's charm, hospitality, or unforgettable experiences, chances are Janet's leadership made it possible. She is truly the heartbeat of hospitality.

Dawn Noviello – As Assistant to the President, Dawn is the unsung hero making sure everything runs like clockwork. The ultimate organizer, scheduler, and problem-solver, she is the trusted right hand to the President & CEO and steadies the entire team. Dawn manages complex calendars and coordinates meetings, ensuring every detail is handled

with professionalism and care. Her reliability, discretion, and leadership make Dawn an indispensable force in everything the bureau does.

Hala Shell –As Senior Sales Manager, Hala is an ambassador for Alpharetta, expertly connecting event planners from across the country with all the wonderful amenities and assets that Alpharetta has to offer. With her strategic approach and deep knowledge of the destination, she showcases Alpharetta’s unique charm, top-tier venues, and memorable experiences. Hala builds strong relationships, drives impactful bookings and does it all with warmth and professionalism.

Abbey Harwell – Our idea generator and Marketing Consultant, Abbey plays a key role in shaping the bold, engaging campaigns that put Alpharetta on the map and keep visitors coming back for more. Abbey blends data-driven insight with inspired storytelling to bring fresh concepts to life. Her creativity and expertise are unmatched. Abbey is not just part of the team- she’s a driving force behind the excitement, energy, and innovation in everything the bureau does.

Mandy Rhinehart – As the Welcome Center Manager & Marketing Coordinator, Mandy is often the first friendly face visitors encounter, and she greets visitors each year with warmth and enthusiasm. Mandy plays a crucial role in keeping our materials polished and readily available, including brochures, visitor guides, and marketing collateral. She works hard ensuring everyone that walks through the door feels welcome in Alpharetta, one visitor at a time.

Jonathan Copsey – As Director of Marketing, Jonathan plays a crucial role in crafting the bureau’s message, marketing strategy, and audience engagement. He has a deep understanding of what captivates travelers and connects communities and ensures that Alpharetta’s brand is seen in print publications across the country.

The ACVB team is honored to serve the community and share the joy of Alpharetta with visitors from around the globe.

Stop by the Welcome Center, follow us on social media, or just say hello the next time you see us out and about. We’d love to meet you!

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*. Adding to the acclaim, *The Local Palate* readers ranked Alpharetta among the Top 3 Culinary Towns in the South for 2024. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com).

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