



Alpharetta Convention and Visitors Bureau Adds Experienced Communications Professional to Team

New Director of Public Relations and Communications brings more than two decades of communications and marketing expertise to the organization.

ALPHARETTA, GA – NOVEMBER 20, 2025 — The Alpharetta Convention & Visitors Bureau (Alpharetta CVB) recently added Melissa Holder to the team as the Director of Public Relations and Communications. With more than 20 years of experience in communication, marketing, media relations and stakeholder engagement, she is responsible for promoting Alpharetta as a vibrant destination for all ages to the media and the community.

In the role, Holder will oversee the organization's comprehensive media strategy, including cultivating relationships with national and regional journalists and influencers. She is responsible for directing all content creation across various platforms and managing external communications efforts, ensuring a consistent, high-impact message that clearly articulates Alpharetta's unique appeal and exceptional quality of life.

"Melissa's background and enthusiasm fit perfectly with the team," says Janet Rodgers, Alpharetta CVB President & CEO. "Her experience will be invaluable as we continue to elevate Alpharetta's profile regionally and nationally. We are confident that she will play a key role in highlighting the exceptional quality of life our city offers as a premier destination."

A native of the North Fulton County area and a graduate of Roswell (GA) High School, Holder has a deep, personal connection to the community. She earned a Bachelor of Science in Journalism and a minor in Sociology from the University of Illinois at Urbana-Champaign, where she developed key skills in writing, editing, public speaking and communication, directly contributing to her professional growth. Her diverse career background includes roles in non-profit membership organizations, government and marketing agencies.

"I am thrilled to again have the opportunity to represent one of the premier cities in Georgia and the country," said Holder. "The growth in Alpharetta has been exceptional. Our community is fortunate to have hundreds of exciting restaurants, retail locations, hotels,

and attractions for incoming visitors and residents. I look forward to working with the CVB team and our community partners to tell Alpharetta's story.”

This strategic staff addition reinforces the Alpharetta CVB's commitment to strategically expand the city's brand recognition and maximize visibility to drive tourism.

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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