

Appendix A: Chronological Resume

Alisha N. Mohr

601 Fairchild Terrace
Manhattan, KS 66502

(785) 341-9162
alisha.mohr@gmail.com

EDUCATION

Kansas State University, Manhattan, KS
B.S. in Journalism and Mass Communications, Major: Public Relations
Cumulative GPA: 3.8/4.0, Graduation: May 2006

EXPERIENCE

Internship, Megan Neher Public Relations *May 2005 – May 2006*
Overland Park, KS

- Wrote and distributed news releases for multiple clients while maintaining an up-to-date media list.
- Assisted in the organization and promotion of special events such as charity fundraisers, media preview events and grand openings.
- Attended and helped manage media interviews for radio, newspaper and television.
- Researched and compiled client media coverage reports featuring estimated advertising values.

Internship, Overland Park Convention & Visitors Bureau *June 2005 - August 2005*
Overland Park, KS

- Wrote and distributed news releases for the 32 Overland Park hotels and multiple Kansas City businesses.
- Published event profiles used to promote Overland Park as a convention and meeting destination.
- Researched online programs to increase the Bureau's communication with the tourism market.
- Maintained successful working relationships with business partners, potential clients and co-workers.

Human Resources Resident Assistant, YMCA of the Rockies *May 2004 - August 2004*
Estes Park, CO

- Organized, promoted and conducted daily staff activities on and off YMCA grounds.
- Managed staff questions, requests and concerns.
- Presented a safety orientation to more than 100 new YMCA employees.

Public Relations Vice President, Alpha Xi Delta *January 2004 - December 2004*
Manhattan, KS

- Served on executive committee to oversee general sorority operations.
 - Organized more than 100 women in an annual community service campaign to benefit local children.
 - Increased overall sorority participation in the community service event by 25 percent.
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ACTIVITIES

Alpha Xi Delta Social Sorority, KSU, 2002-2006

- Courtesy Chair, 2005-2006
- Public Relations Vice President, 2004-2005
- Assistant House Manager, 2003-2004
- Slate Committee, 2003

Public Relations Student Society of America, KSU, 2003-2006

- Public Relations Firm Account Executive, 2005
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COMPUTER SKILLS

Experience in Microsoft Word, Outlook, PowerPoint and Excel; Adobe Illustrator; InDesign, PhotoShop, Publisher, SPSS and Apple Macintosh software.