

KRISTEN CLAIRE LA ROSA

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EDUCATION	The Pennsylvania State University	University Park, PA
	B.A. in Public Relations and Political Science, expected May 2009 Minors: Business and International Studies Education Abroad: Rome, Spring 2008 GPA: 3.36/4.0, Dean's list: Spring 2007	
COMMUNICATIONS EXPERIENCE	Parker/ Rep Nation Brand Ambassador	State College, PA Fall 2008
	<ul style="list-style-type: none">Worked with Penn State student organizations to plan and execute four special events on and off campus, such as the Breast Cancer 5K runDrove students to Parker Pen Colour Addict Web site through networking	
	SAP America Employee Communications Department	Newtown Square, PA Summer 2008
	<ul style="list-style-type: none">Wrote articles for SAP's SAP World magazine, internal Web site, and internal email reflecting SAP Americas' current events and accomplishmentsDeveloped communications plan for SAP America's Cost Optimization CampaignUpdated SAP's internal Web site weekly for new content	
	Engagement Management Project Analyst for the Knowledge Management Competency Center Department	Summer 2007
	<ul style="list-style-type: none">Created training material to assist with the orientation of new employeesTrained eight new employees on SAP programs such as web page development softwareLed and documented intern meetings	
	WMMR Radio Station Intern	Bala Cynwyd, PA Spring 2005
	<ul style="list-style-type: none">Provided customer service to listeners who were contestants in promotionsProvided assistance for the promotional department with organizing advertising campaigns	
	CommRadio	Fall 2005
	<ul style="list-style-type: none">Wrote news stories and hosted news radio show	
LEADERSHIP AND INVOLVEMENT	Public Relations Student Society of America (PRSSA)	Fall 2008 –present
	<ul style="list-style-type: none">Solicited donations from downtown merchants for the PRSSA Fashion ShowAssisted in writing press release for the event that was distributed through email to the students	
	Greek Sing	
	<ul style="list-style-type: none">Public Relations Captain	Fall 2008
	<ul style="list-style-type: none">Designed bulletin boards depicting the performances and organizations	
	<ul style="list-style-type: none">Special Events Captain	Fall 2007
	<ul style="list-style-type: none">Assisted in the development and organization of the Greek Sing Kick Off Party	
	Homecoming Special Events Captain	Fall 2007
	<ul style="list-style-type: none">Organized and publicized "Raise the Song Band Bash" event for homecoming week	
	College of Communications Peer Mentor	Spring 2007 – present
	<ul style="list-style-type: none">Assist upcoming freshman with their transition into undergraduate academics	
	Zeta Tau Alpha Panhellenic Sorority	Fall 2005 – present
	<ul style="list-style-type: none">Executive Council – Panhellenic Delegate	2007
	<ul style="list-style-type: none">Acted as liaison between Zeta Tau Alpha and Panhellenic	
	<ul style="list-style-type: none">Homecoming Chair	Fall 2006
	<ul style="list-style-type: none">Organized all homecoming week activities such as building the float	
	Milton S. Hershey Four Diamonds Fund Philanthropy	Fall 2005 – present
	<ul style="list-style-type: none">Family Relations Chair	2006 – 2007
	<ul style="list-style-type: none">Acted as liaison between Zeta Tau Alpha and THON familyDesigned clothing for Zeta Tau Alpha and THON family	
	<ul style="list-style-type: none">Hospitality Committee member	2005 – 2007
	<ul style="list-style-type: none">Provided food for the families and dancers before and during THON	

SKILLS

Microsoft Office, Microsoft FrontPage, Acrobat Reader, NetMeeting, WebEx, Process Flow Mapping, InDesign

