

# KATHERINE MARIE KOSTREVA

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Proven ability to direct, improve performance of the team and firm, while enhancing and developing exceptional concepts for client exposure. Expanded and honed skill sets via boutique and independent work experience.

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## EXPERIENCE

### **On Point Publishing | Publishing and Public Relations | New York, NY | Jun 2005 - Present**

Principal, Publisher

- Conceived, designed and financed local NYC calendar, *City of the Brave*, which expanded into *Nation's Bravest*, a charitable calendar uniting twelve US cities and their respective fire departments, benefiting a dozen worthy causes.
- Launched six-month media campaign simultaneously within each city, securing high impact features in print and broadcast quantifiable to \$2.5+ million in advertising brand exposure.
- Spearheaded two NYC-based media tours in August and December 2011, with major placements in the New York Post, New York Daily News, Metro New York, Wall Street Journal, InTouch Magazine, OK! Magazine, Today Show with Kathie Lee & Hoda, NBC New York Nonstop, Bravo's The Real Housewives of NYC, VH1's Mobwives, and more.
- Hosted local and national fundraisers providing event services such as venue search, gift bag development, product sponsorships, corporate endorsements, celebrity and VIPs, door list and event management, and graphic design for invitations and promotional materials.
- Consulted with each charity by streamlining fundraising goals and promotions, B2B public relations, website analytics, press strategy and contract negotiation.
- Integrated social media into promotional campaigns online and in print, such as a voting platform developed with corporate sponsor Rusk, enabling thousands to vote for their favorite firefighter while driving traffic to Rusk's new product microsite.
- Provided in-house creative services such as branding, graphics (invitations, advertisements, promotional materials), motion (video direction and content) and interactive (website development).
- Performed day-to-day operations including press release, media kit and newsletter development, website content and copy management, digital design, distribution, and B2C relations.

### **Head and Hand PR | Luxury Goods Public Relations | Larchmont, NY | Nov 2008 – Nov 2010**

Director of Operations | Assistant to the CEO

- In less than a year, advanced from supervising daily operations, to overseeing entire company, employees and client relations on behalf of CEO.
  - Managed all client portfolios, working directly with client CEOs, Presidents and Marketing teams, both nationally and internationally, while managing company staff.
  - Developed client reports, media materials, and gave formal presentations to press, interior designers, and corporate partners.
  - Planned and executed small and large-scale events in NYC and overseas, including product launches, panel discussions, show houses, art exhibitions and cocktail receptions.
  - Implemented strategies to improve company efficiency, and incorporated own skill sets to provide in-house services to clients, such as photography, graphic design, website development, and social media outreach.
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## SKILLS

Microsoft Office Suite · Outlook · Adobe CS4 Suite (Illustrator, Photoshop, Dreamweaver) · Mac and PC Proficient · Basic HTML · Wordpress · Photography

## EDUCATION

University of Florida · Gainesville, FL · B.S in Finance, Minor in Entrepreneurship

## ASSOCIATIONS

Freelancers Union · Member · Nov 2009 – Present  
Maurer Foundation · Social Committee · January 2010 – February 2011  
American Marketing Association · Webmaster, Service Director, Social Director · Sept 2001 – May 2003

## RECOGNITIONS

National Society of Collegiate Scholars · Florida Academic Scholar · International Baccalaureate Diploma

## REFERENCES

Upon Request