

Kristine E. Gasbarre

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EDUCATION:

FORDHAM UNIVERSITY – New York, NY

Major: **Public Communication (Cultural Media Studies)**

Sept 2003 – May 2005

Master of Arts

JOHN CARROLL UNIVERSITY – Cleveland, OH

Majors: **Psychology** and **Communications**

Sept 1998 – May 2002

Bachelor of Science

PROFESSIONAL EMPLOYMENT:

COMMUNICATIONS CONSULTANT & FREELANCE WRITER

June 2007 – Present

Milan, Italy and DuBois, Pennsylvania

- Have sold 20+ print magazine and digital features about a broad range of topics including psychology and relationships, entertaining at home, travel, food, and fitness. Clients include HuffingtonPost.com, *Better Homes & Gardens*, the U.S.'s highest-circulating food magazine *Relish* (9 million monthly readers), relationship website YourTango.com, young Catholic website BustedHalo.com, pop-culture magazine *Geek Monthly* and *Running Times*
- Worked on three-month contract (Sept. – Dec. 2008) to conduct cosmetic surgery market research for a renowned surgeon who is developing an aesthetic health division at the Normah Medical Centre in Kuching, Malaysia; oversaw advertising and development of website and collateral material (business cards, website, promotional photos, community bulletins); served as primary liaison between contractor and vendors; placed publicity features in relevant international publications
- Perform trained, in-depth research using Nexis, Newslink, EBSCO, the deep Web, Infomine, and PubMed
- Generate new and copyedit existing content for international fashion and cosmetic surgery websites
- Review upcoming children's and young adult book releases for prestigious *Publishers Weekly* trade magazine
- Turn around stories and administrative materials and respond to editors' questions in extraordinarily efficient manner

SIMON & SCHUSTER PUBLISHING, INC. (A CBS Company) – New York, NY
Publishing & Marketing Associate Free Press Imprint and Children's Division

Apr 2004 – May 2007

- Tracked changes to the publishing schedule and distributed memos to sales force and appropriate senior staff members
- Compiled editorial/financial materials for 30 meetings per year; provided all information for effective sales-account communication
- Generated content for weekly marketing newsletter distributed to 400+ individuals throughout the company
- Collected and interpreted sales information from Nielsen BookScan, Ingram and other sources for Free Press staff
- Copyedited and routed materials for titles and promotion, including three yearly catalogs with book specifications and heavy copy
- Helped execute national marketing campaigns working closely with authors, editors, web marketing department, and sales force
- Editorial assistant for acquisition of all cookbooks in the Williams-Sonoma franchise and other bestselling house & home titles
- Managed major initiatives including S&S's partnership with General Mills (obtaining free ad space on Viacom Times Square billboard), the Children's Book Council, and regional book awards
- Performed pop culture and entertainment research and prepared presentations for new companywide teen mobile campaign
- Participated in trade shows and publishing industry events; event planned for summits, conferences, and parties
- Contributed copy for seasonal magazines and catalogs

THE NEW YORK TIMES – New York, NY

Sept 2003 – Jan 2004

Intern Media Relations/Community Affairs Department

- Compiled and delivered written publicity updates to major executives including publisher and editor-in-chief
- Landed journalists' interviews on national radio and television shows and helped prepare equipment for remote interviews on national television news
- Conducted national market analysis for *NYT Arts & Leisure Weekend* 2004

ACCOMPLISHMENTS/AWARDS:

Spent one year living in Italy and traveling extensively throughout Europe (June 2007-May 2008). Appeared in nine-minute bungee jumping segment on *The Rachael Ray Show* (October 2006) and a food and wine show on Brooklyn Public Access TV in New York City (August and September 2008). Appeared for a 30-minute interview about my career and travels on a Central Pennsylvania radio station, 1420 WCED (December 2008). Bishop Donald W. Troutman Alumni Award (Central Catholic High School, 2008); Outstanding Senior Award in Communications Department (JCU, 2002); Undergraduate and Graduate Dean's List; National Honors Societies in Communications, Psychology, and Theater (JCU, 1998-2002); featured in JCU Fall 2007 Alumni Magazine as a psychology graduate turned writer and appeared on cover of Spring 2002 Alumni Magazine with feature story on my psychological research study as part of my internship at the world-renowned Cleveland Clinic

SKILLS:

Fluent conversational and written Italian. Some broadcast technologies and equipment, Apple iWorks 08 (Keynote, Pages), Adobe InDesign, WordPress Administrator, BlogSpot, Microsoft PowerPoint and Excel classes with New Horizons Computer Learning Center (New York City – January 2005), Mac OS X, Quark, NewStar (mass communication program), web page design, FileMaker, Lexis-Nexis, PsychInfo, MedLine, ComAbstracts, Microsoft Office (including Word, Publisher, Outlook)