



Resume for Kerri Karvetski

Company K Media
Communications
Consultant
Rhinebeck, NY
1998 to 2001,
2006 to present

Tech-savvy, skilled communicator with proven track record of motivating diverse constituents to action. Demonstrated ability to plan, lead and implement innovative and effective strategies that recruit members, fuel advocacy and volunteer campaigns, increase awareness and strengthen relationships. Clients include Beaconfire Consulting (Heifer International, ACLU), Teaching the Hudson Valley, Mitsubishi Imaging, Town of Rhinebeck and Westchester Library System.

Campaign and project management Expert help with print and Web site production, redesigns, service/product launches, public education and outreach campaigns

Social Media Leverage online social media tools such as Flickr (photo sharing), Del.icio.us (bookmarking), YouTube (video), StumbleUpon (group browsing), Facebook (community), Google Maps, Google Calendar, blogs and fundraising widgets to promote, educate, recruit, engage and fundraise

DIY Web Site Management Learn how to use low-cost, easy-to-use Web site content management tools such as Drupal, WordPress and Joomla so you can run your own Web site

Online membership marketing Strengthen member relationships, grow e-mail lists, expand your reach and make business more efficient

E-mail marketing Craft e-newsletters, action alerts, surveys, invitations and other communications that get results

Promote Events via the Web and E-mail Make it fast and simple for people to find, sign up, show up and spread the word about your real-world or virtual event

Online advocacy campaigns Advance policies, legislation or other business goals by engaging members through letter-writing campaigns, petitions and by tapping popular and influential online communities such as Care2

Writing and editing Communicate with your audiences through tight, clear language; broad range of materials including annual reports, newsletters, Web site copy, e-mails, features, press kit materials, profiles, white papers, case studies, abstracts

Scenic Hudson
Publications and
Web Manager
Poughkeepsie, NY
2001 to 2006

Directed Internet strategy and publications for leading Hudson Valley environmental nonprofit. Chartered and led cross-discipline eTeam, which leveraged the Web and e-mail to recruit and engage thousands of members. Strategic lead for Web advocacy campaigns. Managed budget for production and design of Web site, electronic customer relationship management system, annual report, newsletter and other publications. Achievements include:

- Led team that won 2004 **"American Graphic Design Award"** for annual report design and communications

- Achieved dramatic **500 percent growth** in both Web site traffic and online membership
- Launched **“Take Action”** online advocacy center, which helped mobilize supporters in precedent-setting “STOP THE PLANT” victory
- **Transformed management/marketing** of popular Great River Sweep to the Web, streamlining registration, elevating response rates, boosting visibility and creating new sponsorship opportunities
- Supervised and implemented **identity campaign** including new logo, tagline, usage guidelines and staff training

Makovsky & Co. Managed account team of four, plus freelancers, for Technology Division of top-rated public relations agency, with a concentration in Internet services. Clients included Telcordia, ALFY, The Stock Market Game and Thomas Regional Directory.
Account Supervisor
 New York
 1999

N2H2, Inc. Created and directed Communications department of Web educational services firm. As part of senior management team, responsible for corporate press strategy and execution. Served as spokesperson and represented company at trade shows. Wrote and/or edited all press kit materials and corporate literature.
Communications Director
 Seattle
 1997 to 1998

MorseMcFadden Communications Created technology-focused press relations campaigns in creative, boutique PR agency. Specialized in product launches, including software versions of Houghton Mifflin’s Curious George and American Heritage Dictionary. Clients included education, music and networking divisions of Intel, school Internet filtering software maker N2H2, and Wine.com.
Vice President
 Kirkland, WA
 1995 to 1997

CMP Media Consistently met deadline and wrote extensively on marketing topics for monthly technology trade publication, Computer Retail Week. Established new section and contributed to redesign of a second, directing both on a weekly basis. Nominated for Excellence in Journalism, 1994, by Software Publishers Association.
Associate Editor
 Jericho, NY
 1992 to 1995

EDUCATION

State University of New York Center at Albany; B.A. in Communications.

VOLUNTEER ACTIVITIES

Co-Chair, Town and Village of Rhinebeck Web Site Committee
 Town of Rhinebeck Comprehensive Plan Committee, Communications Committee
 Burger Hill Park

RECOMMENDATIONS

Available at [LinkedIn.com/in/companykmedia](https://www.linkedin.com/in/companykmedia).