

# Kate Stober

Missoula, Montana

## EXPERIENCE

### Communications Consultant

New York, NY and Missoula, MT  
March 2011 to present

- Conducting marketing, public relations, and social media strategic research and implementation for a variety of for-profit and not-for-profit clients on in New York, California, and Montana

### The New York Public Library

New York, NY  
September 2011 to September 2012

*Press Representative*

- Responsible for publicizing the library, its mission and its programs. Assignments included handling publicity for the LIVE from the NYPL conversation series, exhibitions, fundraising events, children's and teen programs, and the NYPL's Schomburg Center
- Acted as lead publicist on major summer exhibition Lunch Hour NYC, [garnering press](#) in outlets including The New York Times, Associated Press, MSNBC.com, WABC News, The Wall Street Journal, The Paris Review, and Crain's New York Business
- Pitched stories to national print, television, and radio outlets
- Wrote press releases and created press lists
- Assisted with social media content creation on Tumblr and Twitter

### International Coalition of Sites of Conscience

New York, NY  
January to September 2011

*Communications Associate*

- Assisted with communications for association of museums and historic sites that use history to address social injustices
- Coordinated online communications, including website updates, social media platforms, members' forum, and e-newsletter
- Working with outside website administrator, managed initial website redesign process
- Assisted with media outreach, tracking, and list management
- Managed membership administration, including tracking, recruitments, and renewals

### Lower East Side Tenement Museum

New York, NY  
2007 to 2011

*Public Relations Manager*

- Managed media relations for immigration history museum
  - Responded to all press inquiries, acted as Museum spokesperson, and managed on-site press visits
  - Wrote and disseminated news releases and story pitches
  - Managed promotional and commercial photo and film shoots and media at exhibit openings and fundraising events
  - Maintained press lists, tracked media coverage, and created press kits
  - Worked with major national and international newspapers, magazines, television, and radio
- Coordinated online communications and social media
  - Managed all e-communications, social media accounts, and blog, including writing and editing content
  - Managed Google Ads account
- Recruited, trained, and supervised nine seasonal interns for the department
- Assisted with VIP events and visits, including coordinating with the White House for a visit by First Lady Laura Bush in 2008.
- Coordinated promotional events such as street fairs and marketing projects with other institutions
- Coordinated brochure distribution across New York State
- Co-Chair, Staff Appreciation Day Committee, 2008-10; Served on Visitor Services Committee, 2007-09; and Social Media Committee, 2009-2011

### Cupertino Historical Society & Museum

Cupertino, CA  
2003 - 2005

*Museum Manager*

*Education Coordinator*

- Programming responsibilities included:
  - Created and managed a quarterly family education program. Created program content, recruited & trained volunteers, and publicized & oversaw events.
  - Managed a monthly lecture series for 25 – 50 people. Recruited speakers and publicized & managed events.
  - Managed oral history project, working with volunteers, interviewees, and video production company

- Managed quarterly newsletter, including editing & writing content, overseeing design & production, and preparing bulk mailing
- Worked with local media and acted as museum spokesperson when called upon to do so
- Responsible for scheduling and managing volunteers. Created new docent/volunteer training program and doubled number of core volunteers from 9 to 18.
- Processed donation, new membership, membership renewal and other funds.
- Acted as museum store manager in charge of purchasing inventory, invoicing customers, and managing volunteer staff.
- As Museum Manager (promoted in 2004), accomplished the above while also completing additional public relations tasks, managing annual fund mailing, and strategic planning with board of directors.

## EDUCATION

### Columbia University Graduate School of Arts and Sciences

- Master of Arts, American Studies

New York, NY

2006

### Washington University in St. Louis

- Bachelor of Arts, History, with Honors

St. Louis, MO

2003

## SKILLS

- **Computer skills:** Mac and PC operating systems; Microsoft suite; basic InDesign and Photoshop; and Internet applications, including Cision Media Source, Your Mailing List Provider, Google Advertising, Wordpress, Blogger and basic HTML. Proficient in most social media platforms, including Facebook, Twitter, Flickr, Tumblr, YouTube, Pinterest, and Hootsuite.
- **Languages:** Proficient French and basic Russian

## PUBLICATIONS/ACTIVITIES

- “Immigration Here and There,” *Museum*, January/February 2012.
- “Food for Thought,” *Museum*, March/April 2011.
- “Lower East Side Walking Tour,” *New York By Bus and Subway* (Iam Communications, September 2009).
- “An Irish Wake,” *Metro LES*, Summer 2008.
- “Lower East Side Tenement Museum,” *Mann About Town*, November 2007.
- “How St. Louis Women Found Their Voice,” *Gateway History Journal*, St. Louis, Missouri, Spring 2003.
- On-camera appearances: “Sephardic-Jewish Confino Family featured at the Tenement Museum of Manhattan,” *The National Herald.com*, 2010; “The Big Apple, NYC: The Best of Lower East Side with CiCi Li,” *Food Paradise TV*, 2010; “My History,” *The History Channel*, 2009; “Multishow,” *Lugar Incomum (Brazil)*, June 2008; “New York,” *MonumentalProductions.com*, April 2008; “Cupertino Historical Society,” local cable access, 2004.
- Volunteer, Humane Society of Western Montana, 2012 – ongoing.