

Success Story -- Triumphs Of Creative Mind

By Michael Kostrov

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Olga Kostrova was born in 1973 in a family that huddled together in a tiny apartment with only one room that was dining room and bedroom at the same time. There were 6 people: mother, father, older sister and two grandmothers.

Later Olga mentioned:

“My grandmothers were heroic women. These two sisters found my mother on the threshold of their house that was destroyed a bit later in Second World War time. Running away from fascist army my mother’s mum threw her newborn baby in this house a few hours before she was killed. These women brought up the baby as their own child, in spite of abject poverty and famine. I thank my lucky stars that I grew up in this family with people that lavish care upon each other and gave me the opportunity to understand in what is meant by goodness, wisdom and strength”.

Olga found her passion to photography from childhood but never dreamt of becoming a recognized photographer. She just liked to take pictures; even though she did not have special training to take them.

In 1996 Olga did Masters in Economics. Heart the age of 23 she managed the Marketing department of one of the biggest international companies in Europe. At the age of 27 she was offered the post of CEO of a new branch of an international advertising agency. She did not accept it because she had intentions to relocate to North America. By this time she had gained knowledge and experience in serving clients with high standards of work. She applied this experience later to her own business, which she started in the end of 2002. She did not know that in less than one year, after relocating to Canada, she will successfully market her own photo site and serve 500 Fortune companies with their photo needs.

“I really wasn’t sure where I am going at that time. I had not thought very seriously about starting a photo business. I always realized how competitive it is.

It was just one of my hobbies just like fashion design, painting, acting and writing.

A couple of years later, when I realized that several actors came to me again and again for portfolio, I started to design my own portfolio as a photographer.

Now my major clients are web and graphic designers, advertising agents, printing houses, newspapers and magazines.

I am sure, the main reason why I made my clients happy is that I clearly understood what they are looking for because I lived the same life and breathed the same air with them in corporate environment. They could be sure, that what I make for them will perfectly fit their needs.

I think there is only one way to succeed, do what you can do the best. Search your talent till you find it. Or may be it will find you."

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