
Nicholas Zastrow

n.zastrow@gmail.com (269)598-8907

Professional Experience

2008-2011

Lam & Associates

Graphic Designer and Web Developer - Kalamazoo, MI

- Create page layouts for newsletters, programs, advertisements and other communication materials
- Develop identity systems to be applied in print and web media
- Assemble display boards & mock-ups for client presentations
- Coordinate and plan photography sessions
- Conceptualize, plan, and execute client websites along with managing 15 existing websites

2006-2008

Underground Printing

Store Manager - Kalamazoo, MI

- Established first satellite retail store and oversaw two campus sales representatives and four interns
- Organized and contacted customers in a 50 mile range
- Designed materials used for direct marketing and local newspaper advertising
- Revitalized basic ordering spreadsheets into dynamic forms that eliminated errors
- Identified target customers and established special contract pricing based on sales volumes
- Implemented guerilla marketing campaigns on campus
- Created artwork to be used in screenprinting, embroidery, offset and pad printing based on customer requirements

2006

FedEx Kinko's

Senior Production Operator - Kalamazoo, MI

- Coordinated production, executed final quality checks, and facilitated communications between shifts
- Produced complex orders, operated equipment that required advanced knowledge, and troubleshoot equipment problems

2005-2006

FedEx Kinko's

Senior Customer Consultant - Milwaukee, WI

- Identified and contacted prospective customers in addition to having an established customer base of 150 key accounts
- Implemented a sales tracking system that was adopted by the entire district of 20 stores
- Increased sales within key accounts over 165% in my first quarter and oversaw worldwide fulfillment of a \$125,000 project
- Coordinated outsourcing of large projects to the central production facility and other vendors
- Assisted in training coworkers, presented sales figures in store and district meetings, initiated center sales strategies, and performed consultative selling
- Researched customer account problems and resolved disputes

2002-2006

FedEx Kinko's

Production Manager - Milwaukee, WI

- Managed and facilitated all production processes
- Executed final quality checks to ensure jobs were done right and on time
- Improved store ranking from 975th to 8th by implementing new production management strategies

Education

2008

Western Michigan University

Bachelor of Business Administration

Major - Advertising

Minor - General Business

Skills Summary

Software

InDesign

Illustrator

Photoshop

Dreamweaver

Flash

Acrobat

Quark Xpress

iWork & Microsoft Office Suite

Web

HTML, CSS, PHP, JQuery, AS 2.0, MySQL, XML

Wordpress, Joomla

Search engine optimization

Google AdWords, AdSense, Analytics

Usage and traffic statistics

Server administration & maintenance

Technical

Screen & Pad Printing

Digital and Film Photography

Digital Video Editing

Network setup & maintenance

Hardware installation (Mac and PC)

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Extra Curricular Activities & Volunteer Work

2009

Chicago Advertising Federation Career Fair
Community First (community engagement project)
Kalamazoo Area Young Professionals

2008

AAF National Student Advertising Competition
Website Manager, WMU Marketing Golf Classic
Habitat For Humanity

2007-2008

Exec. Board Member & Website Manager, Ad Club
Member, American Advertising Federation (AAF)

2000-2002

Youth Group Leader
Peer Assisted Listener (mediation)
American Youth Soccer Organization, Assistant Coach
Skating the Way, Board Member

Awards

2009

WMU Distinguished Service Award

2008

Deans List

2005

FedEx Kinko's Core Products Sales Contest
FedEx Kinko's Presidents Club

2002-2004

Honors List

Recommendations

FedEx Kinkos

"Nick did an incredible job of significantly (and profitably) boosting our sales volume through his role as a Sr Customer Consultant at FedEx Kinko's in Milwaukee WI. As the lead sales representative at our location, Nick not only achieved all of his monthly personal sales targets, but he consistently led Southeastern Wisconsin in terms of both bid win percentage and project profitability. He accomplished this feat by simultaneously leveraging his project management and consultation skills with a high degree of graphic design capability. This enabled Nick to set himself and our location apart from other competitors when bidding on new pieces of business by truly understanding the needs of our clients. In the end, Nick helped his team improve the operational results at his location from the bottom 10% of the company to the top 5% in a little under a year. I would highly recommend him for any future opportunities where he could leverage his outstanding sales, project management, and graphic design skills."

-Brett Havens, Center Manager, FedEx Kinko's

"Nick is a creative person who is constantly motivated by and in tune with the latest trends. He regularly brought sales to the store that were greater than his job description called for. He was always willing to look at the bigger picture and work with everyone to make sure the projects were completed and accurate. Nick was not only a pleasure to work with but a great mentor to new hires and the not so seasoned co-worker."

-Jennifer Augustine, Senior Retail Consultant FedEx Kinko's

Western Michigan University - Haworth College of Business

"Nicholas is an exceptionally talented creative and strategic thinker. His abilities routinely impress and exceed expectations. Nicholas also is well-respected by his peers as a leader and as a team player. I would highly recommend Nicholas."

-Dr. JoAnn Atkin, Professor, WMU

Lam & Associates

"Nicholas is efficient, reliable, creative and productive. His portfolio continues to grow, and he's an excellent problem solver."

-Blaine Lam, Owner, Lam & Associates