kayla zelasko

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work history

Production Artist

BERENSON HARDWARE

Buffalo, New York

Work as part of the marketing team to support all Berenson employees

Create sales collateral such as business cards, mailing pieces, promotional flyers and order forms

Build product display board layouts

Photograph and photoshop product imagery

Website work including exporting imagery and building new pages

January 2019 - present

Overnight Grocery Customer Service

Dairy Customer Service

WEGMANS FOOD MARKETS

Depew, New York

Identified and chosen by management for regional creative merchandising role

Manage department staff and workflow during shifts Receive and stock deliveries, assess invetory levels and determine order quantities

Seek opportunities to offer exceptional customer service to

Maintain a safe work environment, ensuring all employees use proper equipment and practices

Wegmans Open Door Day participant

Named to an internal team to roll out new organizational initiatives

August 2014 - January 2019

Intern

FW SIGNS

Williamsville, New York

Print production of product labels and consumer signage

Created custom labels to fulfill custom orders

Initiated new design and development to expand product line

Proofed all orders for accuracy

Assembled signage for shipping

Processed labels post-production

February 2018 - May 2018

volunteering

Embedded Art Tutor

VILLA MARIA COLLEGE

Buffalo, New York

Invited to participate in teaching assistant program, worked as a TA for foundations color theory class Aided art students with in-class exercises, color theory comprehension and Adobe Photoshop Planned activities and assisted with evaluation/grading with class professor

August - December 2016 August 2014 - present

Food Distribution Volunteer

FISH OF EAST AURORA

East Aurora, New York

Assist in coordination weekly pickup events at a food

Serve patrons, helping them to make food choices that meet their needs

Foster an environment of respect and dignity for pantry clients

May 2016 - present

skills + experience

Basic HTML

Mac/PC OS

Microsoft Office Suite

Adobe CC:

Print production

Illustrator

Hand lettering

InDesign

Photoshop

Illustration

Typography

Print layout

Creative critical thinker

Color compostion

Highly organized

Deadline and time management

Attention to detail

Hands on