

STEPHANIE BEDNAREK

PROFILE

Experienced marketer and merchandiser with over 15 years of expertise, bringing a unique skill set developed through hands-on involvement in a rapidly growing fashion startup. Spearheaded staff training and managed multiple store openings, including the successful rollout of new collections through digital marketing and events. Excellent leader with creative thinking skills, retail business acumen, e-commerce and social media content proficiency.

WORK EXPERIENCE

MARKETING MANAGER

Kolohe Jewelry (2023 - 2024)

- Optimized ROI by identifying top-performing DTC marketing channels and developing targeted ads backed by data-driven insights
- Lead the execution of projects from start to finish, leveraging internal support, coordinating team efforts, and driving collaboration
- Created, maintained, and conducted analytics reporting across multiple platforms and extract key insights for future campaign development, complete with formal proposals and recommendations
- Maintained consistent branding for web and socials with compelling product and lifestyle photography
- Managed the marketing team with regular market research and improvements

DIRECTOR OF MARKETING & MERCHANDISING

San Lorenzo Bikinis (2019 - 2022)


- Drove top line sales growth by developing seasonal branding campaigns for both e-commerce and brick and mortar locations across all platforms and digital channels including social media
- Led sales management and marketing teams to ensure successful customer experience through omnichannel retail strategy and marketing, aligning all departments
- Created a consistent, on-brand experience for customers and wholesale clients while developing strategic relationships
- Planned and organized local and global photoshoots for content including sample coordination, drafting 3rd party contracts and vendor agreements
- Oversaw merchandising protocols for e-commerce and brick and mortar locations while building relationships through effective collaboration


DIRECTOR OF OPERATIONS

San Lorenzo Bikinis (2013 - 2019)

- Oversaw and drove efficiencies across ten brick and mortar locations and e-commerce operations across two states while working in close partnership with market trading teams
- Drove optimized sales levels by leading regional and in-store sales and customer service training seminars quarterly, annual sales ~\$4.3M
- Developed and executed overall strategy for growth through direct product flow from initial design concept to distribution across Hawai'i, mainland, and international borders
- Developed wholesale entity of the business, structuring warehouse and shipment levels to fulfill client needs
- Created actionable plans to improve performance, procuring material and resources for the safety and compliance of all 10 brick and mortar store locations

 808-754-1529

 Honolulu, HI

 stephbednarek@gmail.com

 stephjane.com

EDUCATION

UNIVERSITY OF HAWAI'I AT MANOA

Bachelor of Science in Apparel Product Design & Merchandising
2005-2010

SKILLS

- Excellent written, verbal, and digital communication
- Highly organized
- Attention to detail
- Omni-channel marketing
- Complex problem solving
- Content creation and copywriting
- Efficiency and time management
- Empathy and the ability to connect with others

VOLUNTEER

MALĀMA MENTORS

Mentoring students and guiding underprivileged grade-school kids

FOOD BANK OF HAWAI'I

Distribution and allocation volunteer to over 500 agencies

OFFICE & WAREHOUSE MANAGER

San Lorenzo Bikinis (2010-2014)

- Supported all human resources processes at the facility such as hiring, supporting performance improvement, fostering diversity, training and business development of team members
- Ensured on-time/under-budget delivery, including working with customer to create plans by spearheading coordination of highly complex projects
- Achieved operational excellence by overseeing business administrative requirements, bookkeeping, and record filing
- Implemented new and improved streamlined operations while overseeing four warehouse and inventory moves
- Actively participated at Miami's annual Swimweek, buying and selling by developing and overseeing wholesale department collaborating with new retailers