

STEPHANIE BEDNAREK

PROFILE

Creative operations leader with 15+ years of experience in marketing and merchandising, shaped by hands-on involvement in a rapidly growing fashion startup. Proven ability to build and optimize workflows, scale creative processes, and drive brand growth. Adept at leading cross-functional teams, developing strategic initiatives, and executing compelling e-commerce and content strategies across digital and retail channels.

EXPERIENCE

MARKETING MANAGER

Kolohe Jewelry (2023 - 2024)

- Created targeted marketing strategies tailored to various channels and audience segments to drive engagement and sales
- Led 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
- Directed local and global photoshoots, overseeing content strategy, sample coordination, and high-level contract negotiations with third-party vendors and partners
- 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

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EDUCATION

UNIVERSITY OF HAWAI'I AT MANOA

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

SKILLS

- Excellent written, verbal, and digital communication
- Staff Management and Development
- Complex Problem Solving
- Content Creation and Copywriting
- Efficiency and Project Management
- Strategic relationship-building and emotional intelligence
- Omni-channel Marketing
- Highly Organized

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