

STEPHANIE BEDNAREK

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PROFILE

Creative operations and brand leader with 15+ years turning ambitious ideas into successful launches across fashion, accessories, retail, e-commerce, and global live events. Builds the critical paths, vendor relationships, and cross-functional systems that carry creative from brief to shelf, on time, on budget, and on brand. A hands-on leader who pairs operational discipline with genuine creative instinct, caring as much about the story a product tells as the strategy, budget, and timeline behind it.

EXPERIENCE

FAN INFORMATION MANAGER

FIFA26 Inc. — FIFA World Cup 2026™ | 2025 – 2026

- Managed the end-to-end lifecycle of high-volume multilingual digital and print assets across 16 Host Cities — from intake and brief through creative development, stakeholder review, QA, version control, approvals, and on-time delivery.
- Led cross-functional planning across Brand, Digital, CRM, web, operations, and external partners, managing critical-path timelines and competing priorities against immovable tournament deadlines.
- Built editorial standards, QA checkpoints, and approval workflows that enabled a large, distributed team to produce accurate, on-brand content at scale while reducing errors and review turnaround.
- Helped launch and operationalize 16 Host City WhatsApp channels, establishing scalable content workflows supporting a network that grew to 1M+ followers during the FIFA World Cup 2026™.

ORGANIZATIONAL STRATEGY CONSULTANT

Self-Employed Consultant | 2024 – 2025

- Designed and implemented standardized SOPs and workflow systems across client operations, improving efficiency and reducing costs.
- Led data management and reporting modernization initiatives to support better operational decision-making.
- Rebuilt corporate communication of project priorities, risk, and status to increase executive visibility and decision speed.

MARKETING MANAGER

Kolohe Jewelry | 2023 – 2024

- Owned production of the content calendar and campaign assets across web, email, and social, ensuring consistent, on-brand execution from concept through delivery.
- Built and operationalized influencer and creator partnerships and media kits, managing external relationships from sourcing through campaign reporting.
- Directed product launch campaigns end-to-end — from brief and creative production through go-live — applying performance data to optimize merchandising and messaging, growing engagement by up to 15%.

DIRECTOR OF MARKETING & MERCHANDISING

San Lorenzo Bikinis — Swimwear & In-House Apparel Label | 2007 – 2022

15-year tenure: Sales Associate → Office & Warehouse Manager → Director of Operations → Director of Marketing & Merchandising

- Led end-to-end creative operations for 3 core and 5 capsule collection launches annually, owning briefs, critical-path timelines, photoshoot and digital asset production, packaging, and retail activation — contributing to 10–20% YoY sales growth.
- Produced seasonal campaign shoots from concept through delivery, scouting photographers and models, negotiating rates and contracts, developing call sheets, managing production budgets, and overseeing execution with the in-house graphic design team.
- Owned creative and marketing budgets across campaign production, photography, talent, print/signage, and promotional spend, managing vendor sourcing, contracts, invoices, and costs against budget.
- Led cross-functional launch and retail execution across marketing, graphic design, merchandising, logistics, and store teams, coordinating seasonal rollouts across a network that grew to 10 stores while overseeing operational infrastructure, signage, layouts, and customer-experience standards.

EDUCATION

University of Hawai'i at Mānoa

Bachelor of Science, Apparel Product Design & Merchandising

2005 – 2010

CORE COMPETENCIES

- Creative Operations & Workflow Management
- Critical Path & Production Planning
- Cross-Functional Team Leadership
- Vendor & Agency Management
- Budget & Resource Planning
- Campaign & Product Launch Management
- Process Design & SOPs
- Stakeholder Management
- Retail & E-commerce Operations
- Fashion & Merchandising

TOOLS

- Monday.com
- Miro
- Slack
- Microsoft 365
- Asana
- Contentful
- Confluence
- Shopify
- Lightspeed POS
- Adobe Creative Suite