

Stephanie Bednarek

Retail Learning & Development Leader

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PROFILE

Retail learning and development leader with 15+ years building training, coaching and trainer-certification programs for retail teams across fashion, jewelry and global live events, with hands-on experience on both the directly operated and wholesale sides of the business. Designs onboarding, product-knowledge and selling-technique training that scales across multi-unit networks, certifies store leaders to train and coach their own teams, and works the field directly to turn training into stronger selling performance and customer experience.

EXPERIENCE

Fan Information Manager

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

- Led cross-functional planning and execution of fan-facing initiatives across 16 Host Cities for FIFA World Cup 2026™, coordinating stakeholders, timelines and on-the-ground operational needs across a complex global live event.
- Built scalable workflows, approval processes and QA standards that enabled a large, distributed team to execute accurately and consistently across multiple markets and event environments.
- Managed end-to-end delivery of high-volume consumer-facing initiatives across digital, social and on-site touchpoints, coordinating stakeholder approvals, localization and critical event deadlines.

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

- Designed and delivered onboarding, product-knowledge and selling-technique training for retail associates and store managers across a network that grew to 10 stores, building training materials and standards to support a consistent customer experience.
- Built a train-the-trainer structure to certify store managers on product knowledge, brand storytelling and selling technique, enabling them to train and coach their own store teams.
- Conducted regular store visits and side-by-side coaching with sales and management teams, using sell-through and performance data to identify training needs and reinforce standards in the field.
- Managed both sides of the wholesale business, selling San Lorenzo product to wholesale accounts while buying and curating outside brands to round out in-store assortment, alongside owning day-to-day retail operations across a network that grew to 10 stores.
- Led end-to-end marketing and retail activation for 3 core and 5 capsule collection launches annually, owning briefs, critical-path timelines and campaign production that contributed to 10–20% YoY sales growth.

Marketing Manager

Kolohe Jewelry | 2023 – 2024

- Trained team members and retail partners on jewelry product knowledge and merchandising standards to support consistent, on-brand selling and presentation.
- Directed product launch campaigns end-to-end, from creative brief and content production through go-live, applying performance data to optimize merchandising and messaging and growing engagement by up to 15%.
- Built and operationalized influencer and creator partnerships and media kits, managing external relationships from sourcing through campaign reporting.

Organizational Strategy Consultant

Self-Employed Consultant | 2024 – 2025

- Designed and implemented standardized SOPs and workflow systems across client operations, improving efficiency and reducing costs.
- Rebuilt corporate communication of project priorities, risk and status to increase executive visibility and decision speed.

EDUCATION

University of Hawai'i at Mānoa

Bachelor of Science, Apparel Product Design & Merchandising

2005 – 2010

CORE COMPETENCIES

- Retail Learning & Development Strategy
- Train-the-Trainer & Facilitation
- Onboarding & Selling-Technique Training
- Field Coaching & Performance Development
- Certification Program Design
- Training Materials & SOP Development
- Cross-Functional Team Leadership
- Wholesale & DTC Retail Operations
- Product Knowledge & Brand Storytelling
- Stakeholder Management

TOOLS

- Microsoft 365
- Monday.com
- Asana
- Miro
- Slack
- Confluence
- Shopify
- Lightspeed POS