STEPHANIE BEDNAREK

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PROFILE

Brand and product marketing leader with 15+ years in apparel and swimwear, spanning collection launches, campaign production, merchandising, and retail. Directed marketing and merchandising for an in-house swimwear and apparel label as it grew to 10 stores, shaping collection stories, running campaign shoots, and carrying launches through to stores and e-commerce. Pairs a creative eye with firsthand knowledge of how product sells on the floor and online. Most recently at FIFA World Cup 2026, managed digital assets in Bynder, planned photo and video production for a fan campaign, and used generative AI to speed creative delivery across 16 Host Cities

EXPERIENCE

FAN INFORMATION MANAGER

Host City Operations & Fan Experience

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

- Planned photo and video production for the tournament's early-arrival fan campaign, coordinating vendors and deliverables from creative brief through final approval.
- Partnered with Brand, Marketing, and Commercial teams to develop fan-facing digital assets consistent with tournament brand standards, using generative AI tools to explore concepts and speed up delivery on tight timelines.
- Managed the Bynder digital asset management (DAM) system for fan information content, organizing and distributing approved photo, video, and creative assets to headquarters, Host City teams, and partners.
- Built approval workflows and content standards with headquarters, partners, and venues, keeping fan information consistent across on-site, web, app, and social channels in 16 Host Cities while adapting to local transport, stadium policies, accessibility needs, and matchday schedules.
- Launched and scaled 16 localized WhatsApp channels to more than 1 million followers, establishing direct-to-fan information across tournament markets.

SJB CONSULTING

Founder & Principal Consultant | 2024 – 2025

- Developed SOPs, operating workflows, and project management processes to clarify responsibilities and support consistent execution for client organizations.
- Partnered with client leadership to identify process gaps, prioritize practical improvements, and guide teams through changes to day-to-day operations.
- Prepared leadership presentations and reporting frameworks to organize findings, communicate priorities, and support decisions on operational improvements.

MARKETING MANAGER

Kolohe Jewelry | 2023 – 2024

- Managed end-to-end product launches with creative, merchandising, and leadership teams, from planning and asset production through go-live readiness and post-launch optimization; contributed to engagement growth of up to 15%.
- Led cross-channel campaign planning across web, email, social, and e-commerce, coordinating content, creative assets, and launch schedules for consistent brand storytelling and on-time delivery.
- Built and scaled influencer and creator partnership programs with repeatable processes for execution and performance tracking.

DIRECTOR OF MARKETING & MERCHANDISING

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

- Shaped seasonal collection stories and planned and ran lifestyle, studio, and editorial photo and video shoots, writing shoot lists, booking talent and vendors, and making sure every key style was shot.
- Directed omnichannel collection launches, aligning creative, visual merchandising, marketing, logistics, and store teams, and carried each campaign through to stores and e-commerce on schedule.
- Owned campaign production and marketing budgets across shoots, talent, print, signage, and promotional spend, managing vendors, contracts, and costs against budget.
- Led merchandising for the in-house label and third-party brands, from assortment and ordering to visual presentation, and owned wholesale line sheets, creating style names and product codes and approving final layouts for buyers and stores.
- Ran trade show booths and 30+ pop-up shops, scheduling buyer appointments, managing client follow-up, and coordinating inventory, setup, and closeout.

Director of Operations

- Led store operations and expansion across a network that grew to 10 stores, opening new locations and building the operating model for inventory, shipping and receiving, loss prevention, and store maintenance.
- Designed store structures and new roles as the business scaled, aligning staffing levels, scheduling, payroll, and operating budgets with sales and growth objectives for up to 30 employees.
- Created SOPs and manager training guides for product education, visual merchandising, and store operations; trained managers across all 10 locations to support consistent execution and adoption of new processes.
- Managed retail and e-commerce operations using Lightspeed POS and Shopify, coordinating inventory, stock transfers, and replenishment across the store network.

Regional Manager

- Led multi-unit store teams, setting performance expectations, coaching managers, and establishing accountability for daily operations and customer service.
- Gathered store-team feedback after launches, system changes, new-hire onboarding, and fixture or packaging updates to identify what worked, surface operational issues, and inform follow-up improvements.
- Established new office and warehouse operations through four relocations, defining departmental responsibilities and inventory, fulfillment, and distribution protocols across retail, e-commerce, and wholesale.

Store Manager

- Managed daily store operations while balancing sales objectives, employee development, and customer satisfaction.
- Recruited, trained, coached, and developed team members to create a high-performing, customer-focused culture.

EDUCATION

University of Hawai'i at Mānoa

Bachelor of Science, Apparel Product Design & Merchandising

TOOLS

- Microsoft 365 (Excel, PowerPoint, Outlook)
- Monday.com
- Asana
- Miro
- Google Workspace
- Generative AI: ChatGPT, Claude, Gemini
- Slack
- Lightspeed POS
- Shopify
- Contentful
- Adobe Creative Suite
- Bynder (DAM)

CORE COMPETENCIES

- Brand & Campaign Marketing
- Collection Storytelling & Launches
- Campaign & Shoot Production
- Campaign Budgets & Vendor Management
- Seasonal Go-to-Market Calendars
- Approval Workflows & Partner Alignment
- Omnichannel Retail & E-Commerce
- Visual Merchandising & In-Store Presentation
- Pop-Up & Event Activation
- Cross-Functional Stakeholder Alignment
- Influencer & Creator Partnerships
- Leadership Presentations & Storytelling