

STEPHANIE BEDNAREK

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WORK EXPERIENCE

Kolohe Jewelry, Marketing Manager | Honolulu, HI | 2023 - 2024

- Develop marketing plans with specific objectives across different channels and segments.
- Lead the execution of marketing projects from start to finish, leveraging internal support and driving collaboration
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development, complete with formal proposals and recommendations
- Maintain consistent branding for web and socials with compelling product and lifestyle photography
- Manage the marketing team with regular market research and improvements

San Lorenzo Bikinis, Clothing & Accessories, Director of Marketing & Merchandising | Honolulu, HI Corporate HQ | 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

San Lorenzo Bikinis, Director of Operations | Honolulu, HI Corporate HQ | 2014 – 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 Hawaii, 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

San Lorenzo Bikinis, Office & Warehouse Manager | Honolulu, HI Corporate HQ | 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

KEY SKILLS

- Retail and Sales Management
- Merchandising & Inventory Planning
- Omnichannel Customer Experience
- Team Building & Leadership
- Client Relations & Presentations
- Complex Problem Solving
- Email & Digital Marketing
- Excellent Verbal, Written, & Digital Communication Skills

SOFTWARE

- Microsoft Office (Word, Excel, Powerpoint)
- Intuit Quickbooks
- Shopify
- Big Commerce
- Lightspeed Point of Sale
- Google Ads, Google Workspace
- Mailchimp
- Wordpress
- Asana

EDUCATION

UNIVERSITY OF HAWAII AT MĀNOA | Bachelor of Science, Product Design and Merchandising | 2005 – 2010

Global Fashion Study Abroad Program | Florence, Italy | Spring 2008

ACTIVITIES & VOLUNTEER EXPERIENCE

- Hawaiian May International Fashion Show: Assisted in curating all designers, vendors, and collaborators
- Malāma Mentors Program: Paired with a student mentee, providing support and guidance to underprivileged grade-school kids
- Foodbank of Hawaii: Distribution and allocation volunteer to over 500 agencies