

BEAGY ZIELINSKI

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Words colleagues would use
to describe me:

First one in last one out,
go-getter, keen eye for
details, positive thinker,
knowledgeable, proactive,
professional, mentor



What I bring to the team:

- **Hands on leader** managing & mentoring Graphic Design, Copy, Web Design, Photo-studio & Marketing teams
- **Prioritize customer feedback** and **AB testing** to guide my methods and next steps
- **Expert content creation** & international shoot production **from moodboard creation through final delivery** for both photo & video
- Experience **creating development paths for my team** and performing regular follow ups to ensure they are on track to reach their goals
- **Establish styling & photography guidelines** to ensure quality standards are

An experienced creative leader with a demonstrated history working in luxury fashion. Strengths lie in trend analysis, image & video creation and team leadership. I have had the privilege to work in various areas of the fashion business internationally. In the past 9 years I have developed into an e-commerce expert using my experienced high fashion editorial eye & combining it with an understanding of how customers shop based on research.

I have become known for my ability to up-skill teams in image creation and have a proven track record of improving efficiency.

One thing has remained a constant throughout my career. combining problem solving & creativity to make the impossible, possible.

In my most recent role I was incredibly proud to build a creative studio from the ground up. Establishing an elevated brand image, creating brand avatars and signature image style, leading marketing strategy, copy & website design teams for Firusas which didn't go unnoticed by Brands or consumers, as seen in the brands' growth. Unfortunately, Firusas, which was owned and operated by a Russian family with a majority of the staff being from or based in the Ukraine, shuttered due to the war with Russia.

I look forward to continuing to learn and evolve in my next role and to explore incorporating AI capabilities in image creation as I see great potential in this area for growth.

- understood and maintained
- Manage & set KPIs for large teams and lead with a **hands on** approach
- **Up-skilling creative team** through **training** and **clear guidelines**
- **Improving** photo studio **workflow** to increase productivity
- A versatile creative eye that is **driven by data**
- **Deadline oriented** team player
- Microsoft Word, Excel, Powerpoint, Google Slides, Doc, Trello, Miro, Adobe Suite (Photoshop, Illustrator, InDesign, Lightroom), Capture One, FileMaker, Jira, Google Analytics

And more

To view some of my work visit www.BeagyStyle.com I appreciate your time and look forward to hearing from you.

Sincerely,

Beagy Zielinski

TRACK RECORD

- As a direct result of the motivational projects & mentoring opportunities implemented, the **sickness rate** in the Zalando styling team **went from 22% to 8%**.
- Within 4 months of starting at Stylebop I was able to **improve daily shoot output from 30 looks per day to 86 looks per day per set** by streamlining the workflow and restructuring the studio.
- After working closely with buying stakeholders to create new style and model guideline which helped the stylists to better understand each brands DNA, the **re-shoot requests went from 500 per month to 50-100 per month**.
- At Firusas as a result of redefining the brand image and social media aesthetic, we gained **4000+ followers** organically on Instagram and access to brands that previously said no to us selling them on the site.
- Additionally once i set up the new photo-studio and we were able to stop using Styleshoots to produce model imagery, **I was able to re-negotiate a cheaper rate with our retouchers**, due to better image quality output.

RECENT EXPERIENCE

Creative Director

FIRUSAS

Vienna, Austria

April 2021 - Aug 2022

- Set up new photo-studio from construction to recruiting creative team and implement workflow structure for model & still life teams
- Responsible for all image and video output & ensuring consistent brand tone of voice
- Recruit & Manage Styling, Retouch, Photography, Copy & Still Life teams
- Cast models and negotiate usage rights, day rates and contracts
- Lead marketing, social media & copy teams in both English & German
- Work closely with buying on expanding and editing brand assortment
- Conceptualize, creative direct campaigns & define content strategy across all channels
- Work with IT to develop tech to improve productivity & apps & user shopping experiences

Freelance

VARIOUS CLIENTS

International

Nov 2019-April 2021

Styled various clients for TV shows, red carpet appearances, ad campaigns and had on camera appearances myself as well.

Style Director

ZALANDO

Berlin, Germany

Nov 2018 - Nov 2019

- Manage 28 sets & 47 stylists and ensure our daily KPI of 2500 looks per day is met
- Define e-comm content strategy for men, women, kids, sports and premium departments
- Work with Photography lead on A/B testing
- Create styling and photography guidelines for all departments
- Travel to trade shows with buying team
- Give annual performance reviews & establish development plans
- Collaborate with booking team to ensure all models & content are on brand

Styling Team Lead

STYLEBOP

Munich, Germany

March 2015 - Nov 2018

- Photograph & Style up to 86 looks per day
- Create posing and photography guidelines
- Collaborate with Creative Director & Fashion Director to elevate visuals
- Oversaw the fashion styling team and manage deadlines & priorities, & schedule
- Cast, book models and negotiate model contracts & usage agreements
- Art direct social media & homepage imagery and videos

FREELANCE EXPERIENCE

| | | | |
|-----------------------|-------------------------|---------------------------|-------------|
| <i>Fashion Editor</i> | <u>SCHÖN MAGAZINE</u> | <u>New York City, USA</u> | <u>2014</u> |
| | <u>VEOIR MAGAZINE</u> | <u>New York City, USA</u> | <u>2014</u> |
| | <u>BLANCHE MAGAZINE</u> | <u>New York City, USA</u> | <u>2013</u> |

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|------------------------|----------------|----------------------|---------------------|
| <i>Fashion Stylist</i> | <u>VARIOUS</u> | <u>International</u> | <u>2004–Present</u> |
|------------------------|----------------|----------------------|---------------------|

Styling, casting & producing fashion editorials, TV commercials & ad campaigns, music videos, red carpet and celebrity appearances internationally. Conceptualize mood-boards and translate client briefs while maintaining a long list of international

CELEBRITY:

Alan Cumming
Eve Salvail
Gabrielle Union
Gigi Hadid
Kelly Rowland
Laura Carmichael
Lena Gercke
Toni Braxton
Lucy Liu
Missy Elliott
Neil Gaiman
Pharrell Williams
Tyra Banks
Zoë Kravitz

PUBLICATIONS:

MOJEH
Marie Claire
Glamour
ELLE
Harper's Bazaar
Cosmopolitan
Vogue.de
Shape
Flaire
Faces
The Mayfair
Highsnobiety
L'Officiel

COMMERCIAL:

Douglas
Miele
Saks Fifth Avenue
Miele
About You
Maybelline
Redken
Heineken
Amazon
Porsche
Joico
Stylebop
Nordstroms

EDUCATION

*AAS Fashion
Merchandising
Management*

Fashion Institute Of Technology
&
Kingsborough College

LANGUAGES

English – Native
German – Fluent
French – A2

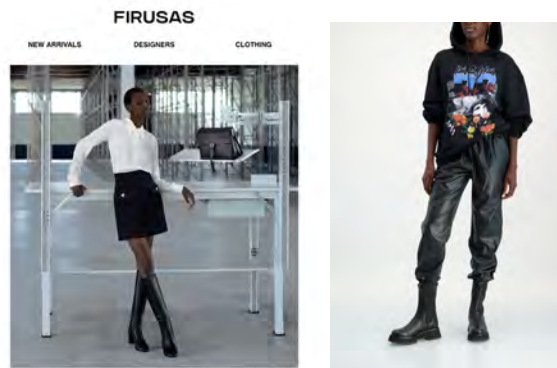
VOLUNTEER

| | | | |
|----------------------------|---------------------------------|--------------------|----------------|
| <i>Creative Strategist</i> | Fashion Minority Alliance | London, UK | 2020 – Present |
| <i>Visiting Lecturer</i> | Central Saint Martins | London, UK | May 2021 |
| <i>Visiting Lecturer</i> | London College Of Fashion | London, UK | June 2021 |
| <i>Mentor</i> | Creative Matterz Fund | Berlin, Germany | July 2021 |
| <i>Visiting Lecturer</i> | Fashion Institute Of Technology | New York City, USA | May 2014 |

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PORTFOLIO

CREATIVE DIRECTION - FIRUSAS



**Empowering you
to be the *best* you!**

It's time to get grounded again after a dreamy summer. From smart and powerful essentials to fashion-forward designs, find the perfect back-to-work pieces in our dedicated edit.

[SHOP NOW](#)



Table for two

Discover dream-worthy date looks to be remembered.



La Petite Robe Noire

Introducing an icon: The black dress is a style icon that's a statement, yet still understated. An absolute wardrobe essential.

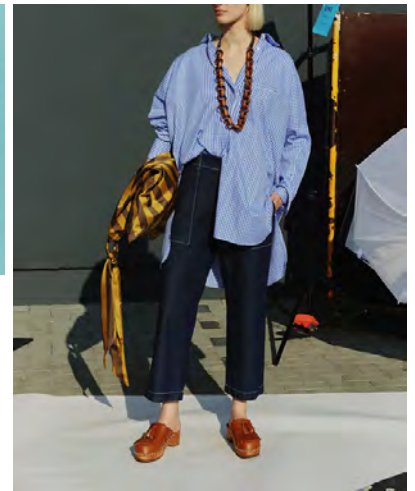
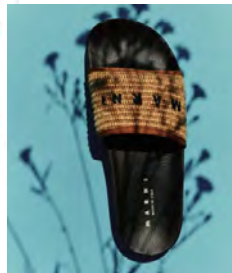
[Find out more](#)



Magic Bags

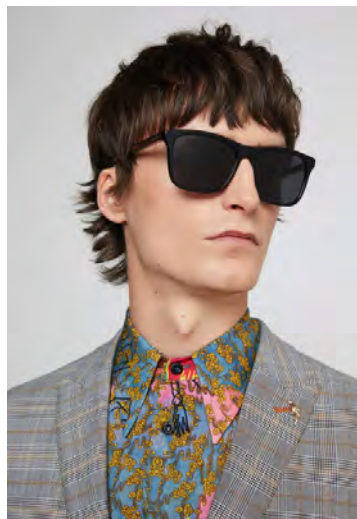
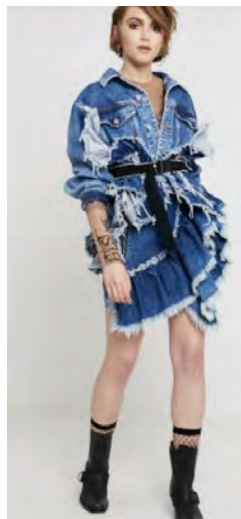
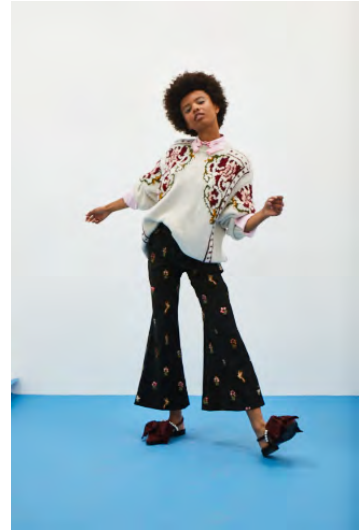
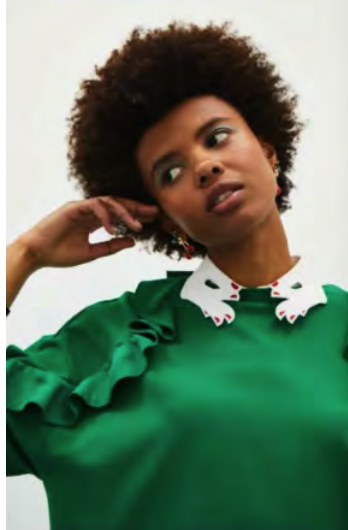
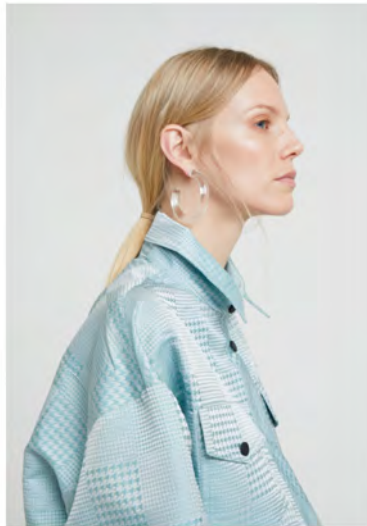
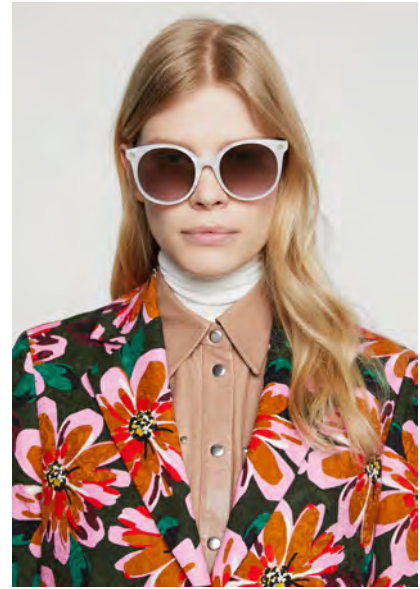
Looking to bag this season's hottest items? Look no further, browse our selection of must-have bags. Right here, right now!

[Shop now](#)



BEAGY ZIELINSKI PORTFOLIO

STYLE DIRECTION - ZALANDO



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PORTFOLIO

FASHION STYLING

