

Hello!
Nice to
meet You!



Songa
Štefanková

About Me

Creative chameleon, streetwear lover and music fanatic - a 21-year-old Slovakia raised Auckland based fashion brander.

My main aim as a brander is to connect brands with their desired target audience, through creating (visual) stories. I believe that with the right communication strategy and meaningful brand imaginary, they can reach their full potential.

With my experience in social media communication in combination with my education in Fashion branding, I am able to absorb the brand's identity, create concepts and translate them into different online platform formats. I'm able to come up with ideas, visualize them, take pictures, edit them and post them based on the engagement level of the target audience on a specific platform.

Education

2019- Present
Communication Design
Exchange @ Auckland University
of Technology

2017- Present
International Fashion & Branding
AMFI- Amsterdam Fashion Institute

Languages

English- Fluent (C1)
Slovak- Native
Czech- Native
Russian- Basic

Skills

Social Media
Content Creating
Branding
Market Research
Online Strategies
Adobe Indesign
Styling



@sonjastefanko

sonja.stefankova@gmail.com

+6402108056825

Professional Experience

Urban Outfitters
October 2017- June 2019
Amsterdam, NL

SALES ASSOCIATE

- ensuring high level of customer service by giving advice, sharing product knowledge, and personal experiences to engage with the customers
- keeping the shop floor tidy and well stocked, making sure the goods are well displayed
- working productively with a team towards a collaborative goal
- enhancing the positive vibe of the store
- performing different tasks within the store: cash register, fitting rooms guidance, operating back stock areas

CONTENT CREATOR FOR SOCIAL MEDIA

- creating content for @UOAmsterdam from the initial idea to realising it and posting it
- editing pictures in order to create consistency within the page
- Planning each post ahead considering factors such as, popularity of the product, volumes in stores, brand launches, promotions, events and more
- adjusting the content to fit the brand's image while focusing on driving sales
- planning the photoshoots, styling the outfits, picking out the models and the location

AMFI.NL
March 2018- Present
Amsterdam, NL

CONTENT CREATOR FOR SOCIAL MEDIA

- developing content for social media channels- mainly Facebook and Instagram
- creating new concepts in order to raise the engagement with followers
- live reporting of events
- creative writing, small captions on posts and Insta stories
- social media strategies and marketing
- overall branding of the network

Wear Medicine
October 2016- August 2017
Košice, SK

SALES ASSOCIATE

- engaging with customers, giving advice and sharing product knowledge
- keeping the shop floor tidy and well stocked
- organizing store merchandise by sizes, styles and colours
- setting up shop windows and displays
- always approaching the store environment with enthusiasm and positive mindset