



# Beagy Zielinski

Creative & Art Director

📍 Vienna, Austria

🟢 Beagy is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

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## Links

[🌐 Website](#)   [🌐 LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Free-lance Assignments

## Skills

Creative Direction (Advanced)

Organization Skills (Advanced)

Time Management (Advanced)

Brand Elevation (Advanced)

Team Management (Advanced)

Art Direction (Advanced)

Shoot Production (Advanced)

Budget Management (Advanced)

Casting (Advanced)

Styling (Advanced)

Mentoring (Advanced)

English (Advanced)

German (Advanced)

French (Beginner)

## About

I've held creative leadership roles where I've achieved significant results. My diverse fashion industry expertise gives me a unique perspective and insight.

I have a knack for up-skilling teams and improving efficiency, leveraging my firsthand experience in many of these roles to achieve exceptional outcomes.

My distinctive experience in creative leadership, team empowerment, strategic innovation and goals for growth perfectly align with the the role described.

My Key Skills and Accomplishments:

**Inspiring Creative Leadership:** My leadership style fosters innovation and excellence, creating a collaborative environment for creative professionals to thrive.

**Strategic Conceptualization:** I work collaboratively with cross-functional teams to develop creative campaigns aligned with the company's overarching vision and messaging.

**Meticulous Design Oversight:** I ensure the highest quality creative work, from initial concept through to flawless execution, encompassing print, digital, and video.

**Effective Project Management:** I possess a proven ability to manage multiple projects efficiently, keeping them on schedule and within budget, all while maintaining rigorous creative standards.

**Client-Centric Collaboration:** I closely engage with clients to deeply understand their creative needs and objectives, delivering strategic creative solutions that consistently exceed expectations.

**Crafting Creative Strategies:** I play a pivotal role in developing creative strategies and concepts for marketing and advertising campaigns, underpinned by an acute understanding of market trends and target audience insights.

**Team Empowerment:** My commitment extends to recruiting, training, and nurturing creative team members, empowering them to excel and fostering their professional growth.

BRANDS WORKED WITH

Firusas

Stylebop

Zalando

## Experience

### ● CREATIVE DIRECTOR

Firusas | Apr 2021 - Now

. Set up photo-studio and implement workflow structure to improve image quality, productivity

Producing & art directing creating mood boards for photo shoots and workflow

Oversee creative direction of all Firusas imagery across e.commerce platforms, social media, Booking models, hair , make up and photographers internationally newsletters and print Maintaining strong relationships with photographers, showrooms, model and talent agents & pr Develop brand signature style

Create and maintain photography, styling, retouch, model and still life guidelines

Managing budgets, invoices and receipts

Recruit & Manage Styling, Retouch, Photography, Copy & Still Life teams Manage department schedule, budget and workflow

Cast models and negotiate usage rights, day rates and contracts

Edit & oversee all customer facing copy in German & English

Oversee & approve all customer facing images and video

Work closely with buying and business stakeholders to ensure creative endeavors align with company KPIs

Staying informed of trends and forecasting trends

Stakeholder Management (Advanced)

Marketing (Advanced)

Brand Positioning Strategies (Advanced)

Advertising (Advanced)

Content Creation (Advanced)

Branding & Identity (Advanced)

E-Commerce (Advanced)

Microsoft Excel (Advanced)

Shopify Plus (Intermediate)

Miro Collaboration Platform (Advanced)

Trello (Advanced)

## Languages

German (Fluent)

English (Native)

French (Basic)



Conceptualize, creative direct & style all campaign and social media shoots

Work with IT to develop tech to improve workflow and productivity

### ● Freelance Fashion Stylist

| Mar 2004 - Now

Freelance Styling Clients Include:

#### CELEBRITY:

Pharrell Williams

Gigi Hadid

Tyra Banks

Zoë Kravitz

Alan Cumming

Eve Salvail

Gabrielle Union

Kelly Rowland

Laura Carmichael

Lena Gercke

Toni Braxton

Lucy Liu

Missy Elliott

Neil Gaiman

#### 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

Nordstroms

### ● STYLE DIRECTOR

Zalando | Nov 2018 - Nov 2019

Manage 28 sets and ensure our daily KPI of 2500 looks per day is met  
Recruit & interview team members and manage team of 47 Fashion Stylists, Still Life Stylists and 4 Styling Deputies

Develop Style Guides for Men, Women, Sports, Premium & Kids Departments to help ensure teams stay on brand

Create motivation opportunities for stylists

A direct result of the motivational opportunities created was that the sickness rate went from 22% to 8% within 6 months

A/B testing. With the results we created new set design and lighting standard along with posing a photography guideline with buying team

Review and reject or approve re-shoot requests from buying team

Give annual Zonar performance reviews & establish development plans for each member of my team

Work with model bookers on finding on brand models and have weekly reviews evaluating models

- **STYLING TEAM LEAD**

Stylebop | Mar 2015 - Nov 2018

Photograph & Style up to 86 looks per day

Pitch and develop new posing, set backdrops & styling guidelines & new organizational tools to the creative director which were later implemented and contributed to the re-branding of Stylebop's signature style

Worked closely with Creative Director & Fashion Director to elevate the visual language used for the re-brand I oversaw the fashion styling team and manage deadlines & priorities, holiday schedule

Together with Merchandiser decide which looks go online on specific dates and in what order to shoot them

Review site regularly for mistakes or areas that could improve & initiate re-shoots where needed .

Cast & book models & negotiate & sign off on model contracts and usage agreements Photograph, style and art direct social media & homepage imagery including videos, gift & stills

## **Education & Training**

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- **The Fashion Institute Of Technology**

AAS, Fashion Merchandising Management

- **Kingsborough College & Fashion Institute Of Technology**

AAS, Fashion Merchandising Management