



# Benjamin DeMara's

RETAIL | MERCHANDISING | OPERATIONS

## CONTACT

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## EDUCATION

### IOWA STATE UNIVERSITY

B.S. IN JOURNALISM  
& MASS COMMUNICATION  
MAGNA CUM LAUDE (MAY 2025)

INSIDE LVMH CERTIFICATE  
(CREATION & BRANDING: RETAIL & CLIENT EXPERIENCE)

### MINORS:

APPAREL, MERCHANDISING, AND DESIGN  
APPLIED ARTIFICIAL INTELLIGENCE  
FASHION, CULTURE, HISTORY AND SOCIAL JUSTICE

GPA: 3.72

(DEAN'S LIST: FALL 2021, SPRING 2022, SPRING 2023,  
FALL 2023, SPRING 2024, FALL 2024, SPRING 2025)

### ROGERS HIGH SCHOOL (MN)

AP SCHOLAR AWARD  
GRADUATED WITH HONORS  
HIGH SCHOOL GPA: 3.63

## SKILLS

RETAIL OPERATIONS, LEADERSHIP,  
PROJECT MANAGEMENT, SALES,  
MARKETING, ADOBE CREATIVE SUITE,  
CONTENT MANAGEMENT SYSTEMS (CMS),  
LOSS PREVENTION, STAFF TRAINING,  
COPYWRITING, COPY EDITING,  
POS SYSTEMS, INVENTORY MANAGEMENT,  
CONTENT STRATEGY & PLANNING,  
BRANDING, BUDGETING, MARKETING,  
SOCIAL MEDIA MANAGEMENT,  
GRAPHIC DESIGN, WEB DESIGN,  
COLLABORATIVE PROJECT EXECUTION

## PROFESSIONAL EXPERIENCE

### NORDSTROM

Visual Merchandiser – Mall of America | Bloomington, MN (Oct. 2025-Present)  
Visual Merchandiser – Ridgedale Mall | Minnetonka, MN (July 2025-Oct. 2025)

- Partnered with department managers to maintain, teach, and execute visual merchandising guidelines in alignment with operational standards
- Created floor layouts and product presentations to align with sales goals, regional trends, and departmental needs to drive sales performance

### PEOPLE.INC/Dotdash Meredith (REALSIMPLE.COM)

Editorial & Social Media Assistant (Sept. 2024-June 2025)

- Researched, pitched, and wrote SEO-driven articles for REALSIMPLE.com, generating 500K+ sessions and 15M+ impressions
- Collaborated with editorial, design, and operations teams to execute content initiatives efficiently while maintaining accuracy and consistency
- Managed structured workflows, deadlines, and performance metrics in a fast-paced environment focused on efficiency, accuracy, and results

### National Peace Corps Association

Communications Assistant (May 2024-Aug. 2024)

- Coordinated and executed campaigns, events, newsletters, and outreach initiatives across web and social platforms to support growth and engagement
- Supported NPCA webstore management through product development, pricing, inventory coordination, and promotional campaigns

### Iowa State Daily | Ames, IA

Editor (Aug. 2023-May 2024), Reporter (Aug. 2021-Aug. 2023)

- Managed and coached a team of reporters by assigning work, providing feedback, and reinforcing standards to ensure consistent, on-time execution
- Published 100+ articles covering a range of lifestyle topics while overseeing content planning, editing, quality control, and team coordination

### TREND Magazine | Ames, IA

Editorial Director (Aug. 2023-June 2025), Stylist (Aug. 2021-June 2025)

- Led editorial direction for TREND Magazine, a fashion and beauty publication, producing content and visual spreads with a focus on individuality and diversity
- Managed and trained writers by setting expectations, monitoring progress, and ensuring deadlines and quality standards were consistently met

## WORK & LEADERSHIP EXPERIENCE

### Trader Joe's | Maple Grove, MN

Crew Member/Section Lead (June 2019 - Jan. 2024)

- Supported high-volume daily retail operations including inventory, register operations, and customer service while maintaining accuracy and efficiency
- Assisted with inventory management by monitoring product levels, placing orders, and supporting stock replenishment to maintain efficient product flow

## INVOLVEMENT

- Iowa State The Fashion Show, Digital Media Manager (Jan. 2021-June 2025)
- Fashion & Justice, Organization Leader
- Public Relations Society of America