



CONTACT

PHONE
407.488.7425

EMAIL
Jenna.VanBemmel@outlook.com

LINKEDIN
linkedin.com/in/jennavanbemmel

LOCATION
Palm Harbor, FL

CORE EXPERTISE

Merchandising Strategy

Brand Building & Positioning

Strategic Sales Development

Product Launch Management

Omnichannel Brand Experience

Licensing & Brand
Collaborations

P&L Management & Revenue
Growth

Vendor Negotiation &
Partnerships

Inventory & Demand
Forecasting

CREATIVE DIRECTION

- ◆ AI Creative Strategy
- ◆ Packaging Design
- ◆ Product Photography Direction
- ◆ Lifestyle Photography Art
- ◆ Amazon Creative Content Designer
- ◆ Website Design

Jenna Lynn Van Bemmell

DIRECTOR OF MERCHANDISING & SALES

Licensed Brands & Creator Commerce · Omnichannel Portfolio Growth

\$70M+ PORTFOLIO MANAGED	54% YOY BUSINESS GROWTH	20+ YEARS IN RETAIL
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EXECUTIVE PROFILE

Dynamic merchandising and sales executive with 20+ years driving revenue growth across omnichannel retail—including live television (HSN, QVC), e-commerce, and wholesale. Proven success managing \$30M–\$70M+ product portfolios, launching high-performing consumer products, and scaling brands across diverse categories.

Expert in product ideation, brand development, and licensed merchandise strategy, with a track record of building strategic partnerships that deliver measurable top- and bottom-line results. Adept at collaborating with leading licensors to create cohesive, on-brand assortments and packaging that align with brand identity while maximizing commercial performance.

PROFESSIONAL EXPERIENCE



Allstar Innovations

Director of Merchandising & Sales

2018 – Present

Lead merchandising and sales strategy for a \$70M+ portfolio of Core brands (Snuggie, Supreme Silent Sports, Magic Mesh, Black Wolf, Sharper Image Calming Heat) and high-profile Creator brands (Jesser, Dude Perfect, MrBeast). Collaborate with top-tier licensors including PepsiCo, Mars, Epic Games, and Warner Bros. to deliver on-brand products and packaging.

- **Own end-to-end merchandising strategy for a \$70M+ portfolio**, driving revenue growth through product innovation, creator partnerships, and omnichannel expansion across retail, DTC, and live TV.
- **Identified white space and developed breakthrough hero products**, expanding into full lines adopted by major retailers (Sharper Image: \$5.4M / 10 SKUs; Supreme Silent Sports: \$15.7M / 26 SKUs).
- **Spearheaded creator-led product strategies** for top digital brands (MrBeast, Dude Perfect), expanding assortments into retail channels.
- **Translate complex IP guidelines into market-ready designs**, balancing creative innovation with strict brand compliance for consumers and licensors.
- **Delivered initiatives that improved brand performance** and led to profitable exits for Mission Cooling & Pets Know Best.
- **Scaled key Home Shopping accounts (HSN, QVC)**, optimizing on-air strategy, promotions, and inventory flow to drive profitable sales.
- **Negotiate vendor and licensing partnerships** and partner cross-functionally with product, marketing, and supply chain to execute high-impact launches.



HSN

10-Year Buying Summary

2008 – 2018

Progressive buying and merchandising leadership across Direct Response, Beauty, Hair Care, and Personal Care—managing portfolios up to \$70M and consistently driving revenue, margin, and category growth.

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SIGNATURE BRANDS

- ◆ Snuggie
- ◆ Sharper Image
- ◆ MrBeast
- ◆ Dude Perfect
- ◆ Supreme Silent Sports

LICENSORS

PepsiCo

Mars

Epic Games

Warner Bros.

CHANNELS

- ◆ Live TV Retail (HSN, QVC)
- ◆ Direct-to-Consumer
- ◆ Amazon & E-Commerce
- ◆ Wholesale & Retail

HONORS & AFFILIATIONS

- Torchbearer Leadership Award, Who's Who of FSU (2008)
- President's List (2006–2008)
- Golden Key & Kappa Omicron Nu Honor Societies (2007)
- CLUTCH Magazine, Advertising Director & PR (2007–2008)
- Eunice Grady Scholarship Recipient (2006)
- Collegiate Merchandising Association (2006–2008)

Buyer – Direct Response & Infomercial (ASOTV)

Sep 2015 – Oct 2018

Owned a \$60M+ Direct Response business across television and digital platforms, driving revenue growth through strategic merchandising and vendor partnerships.

2014 Achievement — 54% increase in business; Net Sales YTD of \$52.9M vs. \$34.3M prior year.

- Developed and executed merchandising strategies to optimize product assortment, pricing, and promotional performance.
- Identified and launched high-performing products, contributing to sustained category growth.
- Improved margin performance through inventory planning, pricing optimization, and vendor negotiations.
- Monitored market trends and the competitive landscape to inform product selection and business strategy.

Senior Associate Buyer – Prestige Beauty, Hair Care & Personal Care

Aug 2013 – Aug 2015

Managed a \$70M+ portfolio across beauty and personal care categories, driving growth through product innovation and strategic vendor management.

- Led product launches and assortment strategies to maximize revenue and customer acquisition.
- **Reinvented the Hair business at HSN**—launched 2 new hair-tool brands (Chi & Amika) and 6 hair care brands.
- Forecasted demand and managed inventory to optimize in-stock rates and minimize markdowns.
- Strengthened vendor partnerships to improve product exclusivity and margin performance.

Assistant Buyer | Associate Buyer – Beauty Brands

Jan 2010 – Aug 2013

- Managed \$30M+ in category business across prestige and personal care brands.
- Launched high-profile brands including Elizabeth Arden and Vichy.
- Negotiated vendor agreements and optimized pricing strategies to improve margins.
- Analyzed sales performance and trends to drive data-informed merchandising decisions.

Merchandising Assistant – Ready-to-Wear Brands

Dec 2008 – Sep 2010

- Supported merchandising operations including purchase orders, vendor coordination, and inventory management.
- Streamlined internal processes for sample tracking, on-air support, and vendor engagement.

EARLY CAREER

N Nordstrom — Management Intern Program May 2007 – Dec 2007 · Tampa, FL

Achieved #1 intern ranking in company history—generated \$100K+ in sales within 10 weeks.

NM|G Neiman Marcus — Sales Associate, Beauty Department Apr 2006 – Apr 2007 · Tampa, FL

Lord+Taylor Lord & Taylor — Chanel Beauty Counter Manager Dec 2004 – Dec 2005 · Orlando, FL

REFERENCES

Available upon request