



## About Jenni

I have been cooking and baking for over 30 years. In 2006, I graduated at the top of my class, earning an AA in Baking and Patisserie from the Orlando Culinary Academy, a Le Cordon Bleu program. While in school, I worked for a start up bakery, producing all the baked goods in the pastry case. I also worked as a pastry prep cook at *Luma on Park*, a fine dining restaurant in Winter Park, Florida.

After graduation, I worked full time for *Luma*, as pastry cook and then as pastry chef under our executive pastry chef.

I left *Luma* to be on the opening team of *The Ravenous Pig*, a gastropub in Winter Park. I set many menu items that are still on the menu today, including cheese biscuits with smoked salt butter, their signature dessert, "pigtails," bread pretzels and cheese fondue plus many seasonal dessert items.

I am adept at creating recipes that are easily replicable. I had to be, because I was not the only one who made the desserts, and the product had to be consistent no matter the baker.

My background in education serves me well in my explanations of sometimes complex baking and pastry methods and recipes, and I am able to break down involved recipes into easy to understand chunks.



## About the blog

I have authored Pastry Chef Online since 2007, first as a static website, and then as a blog, adopting new social media platforms and blogging best practices as they have been introduced.

Subject matter expert on baking mixing methods and ingredient function with a passion for developing dessert recipes, especially cake and cheesecake recipes.

**PAGE VIEWS**  
per mo:  
**133k**

**UNIQUES**  
per mo:  
**109k**

**SUBSCRIBERS**  
**1.3k**

**76%**  
women

**57%**  
parents

**61%**  
aged 25-44

**89%**  
new visitors



## Work with Jenni

As a blogger and a professionally trained pastry chef, I am in a unique position to give my endorsement as an expert to products and services that I love. We can tailor partnerships with a service or a package of services designed to both help you meet your stated goals and maximize your ROI.

Ideas include but are not limited to:

- sponsored posts
- recipe development
- brand ambassadorship
- product photography
- product reviews
- giveaways, social media shares
- edited videos and/or Facebook Live

If you are a smaller brand, I can assist you by performing a social media audit and providing a social media action plan.



"[Jenni] has exceeded our expectations creating Halloween cookies, potato bread buns and cinnamon rolls. Her posts about making something sweet with a fresh Idaho® russet potato are a fun and informative read with lots of helpful tips. We highly recommend her as she delivers on time, researches and explains recipes in detail. Her recipes work too!"

- Don Odiorne, Vice President Foodservice, Idaho Potato Commission

Jenni has been a fantastic partner for the Got To Be NC program! [She] is amazing at providing detailed reporting for all of her campaigns... From ideation to final reporting, Jenni is there every step of the way. "

- Paul Jones, Media Marketing Specialist NCDA&CS



**3.6k**



**18.9k**



**5.2k**



**12.7k**



**1.1k**