

DENÁ BRUMMER

CHEF + TEACHER + WRITER

SUMMARY

Dena Brummer - cook, teacher, and writer – epitomizes the modern chef. What ties these roles together, besides an immersion in the world of food, is her unyielding desire to educate and empower her community through health focused cuisine.

WORK EXPERIENCE

MULTINATIONAL EXCHANGE FOR SUSTAINABLE AGRICULTURE (MESA) || OAKLAND, CA

AGROECOLOGY INSTRUCTOR & MENTOR || 2022 - PRESENT

- Collaborate with Fellowship Coordinator to be assigned fellows to support through their Fellowship in Applied Agroecology
- Provide 1:1 and/or group sessions with agroecology fellows to support Learning Plan Development and fellowship hour submission
- Developed a six-week urban agriculture business plan course series

CITY OF HOPE || LOS ANGELES, CA

GARDEN MANAGER & EDUCATOR || 2021- PRESENT

- Manage the Garden of Hope so that all site assets perform their educational functions.
- Manage and perform daily, weekly, seasonal and annual maintenance of the garden's educational vegetable gardens, which includes pruning, weeding, planting, applying mulch, amending soil with compost, watering and harvesting.
- Develop educational programming that showcases the garden, both for patients, employees, and community members.
- Design, develop, and deliver a variety of classes that demonstrate use of herbs and vegetables to program participants
- Create clear protocols for garden management, for use by volunteers and staff

SAGE PLANT BASED BISTRO & BREWRY || LOS ANGELES, CA

DIRECTOR OF MARKETING & CREATIVE SERVICES || 2020 - 2022

Built the company's first Creative Department from the ground up. Direct creative team in the development of all brand marketing for four restaurant locations and the restaurant's farm. Lead company branding from concept through to execution.

- *Department Startup:* Developed organizational structure, recruited, and hired staff, formulated and implemented processes, established brand and style guidelines, and created asset management system.
- *Brand Management:* Maintained company's brand standards of creative excellence across all channels and platforms in collaboration with Marketing, Retail, Merchandising, Store Design, and HR team leaders.
- *Project Management:* Increased overall efficiency and ensured projects and deliverables are developed and executed in a timely way by selecting and implementing a process management system.
- *Content Creation:* Oversee and direct social media creation including but not limited to Facebook, Instagram, Yelp, OpenTable, and Google Plus.

CONTACT

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EDUCATION

CULINARY ARTS DIPLOMA

HEALTH SUPPORTIVE

CULINARY ARTS

Institute of Culinary Education

MPA

CRISIS COMMUNICATIONS

University of Delaware

BA

MASS MEDIA ARTS +

JOURNALISM

Clark Atlanta University

PROFESSIONAL DEVELOPMENT

CERTIFICATION

SCIENCE IN THE KITCHEN

The University of Gastronomic Sciences, Italy

CERTIFICATION

PROFESSIONAL PASTRY I & II

The Gourmadise School of Sweets and Savories

CERTIFICATION

PERMACULTURE DESIGN

The Permaculture Institute

LEADERSHIP + VOLUNTEER

UCCE MASTER GARDENER

Provide sustainable gardening information and education to Los Angeles County home gardeners

LUNCH ON ME

Provide organic plant-based meals to homeless on Skid Row

WILDSEED FARM / STONE BARN CENTER || LOS ANGELES, CA

HARVEST CORPS FELLOW || 2020

- Assisted the Culinary Director in recipe development, menu planning, grocery shopping, supporting deliveries between the farm and the kitchen
- Serves as Sous chef for special events and workshops
- Worked with farm crew to plant, harvest and process produce for distribution

STONE PIER PRESS || SAN FRANCISCO, CA

ENVIRONMENTAL NEWS & MARKETING FELLOW || 2020

- Developed recipes, food styling and photography for *What's For Dinner*, a bi-weekly plant-based food newsletter
- Wrote articles for Stone Pier Press online news on sustainable and equitable food ways
- Assisted the publication with the outreach and acquisition of environmentally-friendly food books

SEMOLINA ARTISANAL PASTA || LOS ANGELES, CA

PRODUCTION TEAM MEMBER || 2019 – 2020

- Made fresh and dried pasta for wholesale and retail
- Processed and ship wholesale and online orders
- Assisted customers in the retail portion of the pasta lab

CULTURE CLUB 101 || LOS ANGELES, CA

CULINARY/PRODUCTION INTERN || 2019 - 2020

- Assisted with food production
- Scaled recipes and completed large batch testing to ensure new dishes are ready for production
- Served as Sous chef for special events and workshops

SPOONFUL OF HONEY || LOS ANGELES, CA

CATERING (FREELANCE) || 2017- 2022

- Work with the owner as Team Captain running and working private events
- Plan, develop and direct food and beverage requirements, create and present unforgettable, healthy, and nutritional meals with imagination and professional service.

JOHN MUIR HIGH SCHOOL || PASADENA, CA

BUSINESS INSTRUCTOR || 2017 – 2018

- Recruited to leverage expertise in business and marketing to design engaging, project-based curricula and work-study programs for 150+ students at John Muir High School's Business & Entrepreneurship Academy

MARKETING MANAGER, MUIR RANCH (CONTRACT) || 2017

- Spearheaded complete brand and marketing re-launch, elevating outreach, consistency, and messaging of school-run garden program, Muir Ranch
- Organized workshops and supported student-run floral design enterprise aimed at providing arrangements for special events and weddings

YELLOW BRICK CREATIVE STUDIO || ST. LOUIS, MO

DIRECTOR OF BRANDING || 2012 – 2017

- Developed business plan and scaled Yellow Brick Creative Studio, a full-service creative agency and marketing firm specializing in activating a brand's potential through strategic, story-led cross-platform campaigns
- Built, managed, and mentored team of top talent photographers, designers, multi-media artists, and interns from the ground up, enabling each to deliver compelling, on-brand assets that consistently achieved targets

EXPERTISE

Brand Strategy
Integrated Marketing
Business Development
Communications
Strategic Messaging
Digital + Social Media
PR/Public Affairs
Graphic Design
Photography
Team Leadership
Teaching

TECH SKILLS

ADOBE CREATIVE CLOUD

Photoshop, Illustrator, InDesign
Dreamweaver

MICROSOFT OFFICE SUITE

Word, PowerPoint, Excel,
Outlook

SOCIAL MEDIA MARKETING

Instagram, Facebook, Twitter
YouTube,

MAC + PC

