

DENÁ BRUMMER

CHEF | FOOD SYSTEMS EDUCATOR | WRITER

SUMMARY

Dena Brummer - cook, food systems educator, and writer – epitomizes the modern chef. What ties these roles together, besides an immersion in the world of food, is her unyielding desire to create work that inspires, creates community, and raises cultural, social and environmental awareness.

EDUCATION

M.A., GASTRONOMY & FOOD STUDIES || AUGUST 2026

Boston University, Boston MA

A.A., CULINARY ARTS || MAY 2020

Institute of Culinary Education, Los Angeles, CA

Emphasis in Health Supportive Culinary Arts

Summa Cum Laude

M.P.A., CRISIS COMMUNICATIONS || MAY 2005

University of Delaware, Newark, DE

Summa Cum Laude

B.A., MASS MEDIA ARTS || MAY 2001

Clark Atlanta University, Atlanta, GA

Emphasis in Journalism

Summa Cum Laude

WORK EXPERIENCE

UNIVERSITY OF SOUTHERN CALIFORNIA || LOS ANGELES, CA **ADJUNCT INSTRUCTOR** || 2023 – PRESENT

Facilitate instruction for the Fundamentals of Food Communication course in the Annenberg School of Journalism. This public relations course is designed to teach students to synthesize messages about our food habits, cultures, and issues. It focuses on identifying major issues in food communication such as food insecurity and dangerous dieting. In addition, the course demonstrates how food communication drives our decision-making.

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

AGROECOLOGY INSTRUCTOR & MENTOR || 2022 – PRESENT

Teach and mentor emerging and current farmers, scholars, and advocates for more sustainable and equitable food systems.

- Developed and taught the following courses - a six-week urban agriculture business plan course, ten-week Global Agroecology Certificate course, and the Training in Applied Agroecology Program for WWOOF-USA's Future Farmer program.
- Provide 1:1 and/or group sessions with agroecology fellows to support.

CITY OF HOPE || LOS ANGELES, CA **FOOD JUSTICE COORDINATOR & GARDEN MANAGER** || 2021 – PRESENT

Manage the daily operations, community outreach and food justice initiatives of a teaching garden at a cancer hospital and research facility in the San Gabriel Valley

CONTACT

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Los Angeles, CA

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CERTIFICATIONS

MASTER GARDENER

University of California Cooperative Extension

MASTER FOOD PRESERVER

University of California Cooperative Extension

FOOD HANDLER'S CERTIFICATE

Basic Food Safety Course by eFoodHandlers

SCIENCE IN THE KITCHEN

The University of Gastronomic Sciences

PROFESSIONAL PASTRY I & II

The Gourmadise School of Sweets and Savories

PERMACULTURE DESIGN

The Permaculture Institute

FELLOWSHIPS

STONE BARN CENTER

HARVEST CORPS FELLOW
2020

STONE PIER PRESS

ENVIRONMENTAL NEWS &
MARKETING FELLOW
2020

U.S. ENVIRONMENTAL

PROTECTION AGENCY

- Develop educational programming that showcases the teaching garden at cancer hospital and research facility, 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
- Develop and execute quarterly community educational cooking and gardening class with community partners such as the Pasadena Cancer Support Community and El Monte School District.
- Manage and perform daily, weekly, seasonal, and annual maintenance of the garden.
- Organizes and supervises quarterly fundraisers.

SAGE PLANT BASED BISTRO & BREWERY || 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 human resources 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.

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

MARKETING INSTRUCTOR || 2017 - 2019

- Recruited to design and instruct high-quality, project-based curricula and work-study programs for 150+ freshmen, sophomores, juniors, and seniors at John Muir High School's Business & Entrepreneurship Academy.
- Teach several classes a day to diverse student body, covering intensive subjects including Finance, Marketing, Customer Service, and Graphic Design.
- Develop course outlines and student learning outcomes, effectively evaluating, and tracking each students' progress to optimize academic growth.

Public Affairs Fellow
2004

VOLUNTEER

PASADENA COMMUNITY GARDEN

Manage abundance lot at community-run garden

JACK AND JILL OF AMERICA

Participate in programs that nurture leadership development in African American children

LUNCH ON ME

Provide organic plant-based meals to homeless on Skid Row

AREAS OF EXPERTISE

EDUCATION:

Teaching/Instructing
Diverse Classrooms
Student Learning Outcomes
Course Outlines
Fostering Academic Excellence
Enriching Learning Environment
College-Readiness/Prep
High-level Organization
Project-Based Curricula
Innovative Assignments

BUSINESS:

Brand Strategy
Integrated Marketing
Business Development
Communications
Strategic Messaging
Digital + Social Media
PR/Public Affairs
Executive Leadership
Entrepreneurial Success
Coaching + Mentoring

TECH SKILLS

- Coordinate real-world business opportunities, internships, and college credit work-study programs for students by partnering with local businesses and organizations including Pasadena Chamber of Commerce, Rose Bowl, and 301Organics.
- Design innovative student-run social enterprises providing students with hands-on experience in developing business plans, brands, and story-driven marketing.
- Book diverse speakers that expose students to multiple careers and industries.
- Collaborate with colleagues to improve curriculum and work-study programs, ensuring 100% compliance with school regulations and state guidelines.

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.
- Co-taught Urban Agriculture class and organized workshops supporting students' business pitches and floral design enterprise connected to the farm.
- Coordinated week-long business and career event, "The Business of You," bringing in 100+ professionals to lecture, participate in career day fair, critique resumes, and conduct mock interviews with students.

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.
- Cultivated strong client rapport, growing retainer contracts from 1 to 12 with diverse organizations including Washington University, St. Louis County Dept. of Public Health, United Way of Greater St. Louis, and St. Louis Public Schools Foundation
- Built, managed, and mentored team of top talent photographers, designers, multi-media artists, and interns from the ground up.
- Partnered with St. Louis County Department of Health and Washington University to launch multi-media campaign communicating the rising STD risks, which drove both STD prevention and awareness of available health services in the St. Louis area.

VALLEY EMERGENCY PHYSICIANS || SAN FRANCISCO, CA

MARKETING + COMMUNICATIONS MANAGER || 2010 – 2012

- As first in-house marketing executive, honed marketing strategy and communication materials for Valley Emergency Physicians, a hospital staffing agency for ER doctors, physicians, assistants, and nurses.
- Created company's first-ever cohesive system for all branding, marketing, and communications, with practices still in place today.
- Oversaw \$350K+ annual budget, expertly allocating resources to reach goals.
- Expanded brand presence from the Bay Area to Southern California through social media campaigns and tradeshow marketing collateral, playing a pivotal role in acquiring 12+ new contracts between Los Angeles and San Diego.
- Managed independent contractors, including web and graphic designers, clearly communicating the big-picture vision and expectations for each project.

SELECT ACHIEVEMENT: Successfully launched rebranding campaign propelling company from a San-Francisco staffing agency to a nationally recognized brand.

GEORGIA DEPT. OF COMMUNITY HEALTH || ATLANTA, GA

DEPUTY DIRECTOR OF COMMUNICATIONS // 2006 – 2010

- Directed public relations and media strategies for \$11B state healthcare agency serving more than 2.1. Georgia residents.
- Established foundational processes for securing positive media coverage in national outlets like *The New York Times*, *Chicago Tribune*, *USA Today*, *Associated Press*, *CBS Nightly News*, and *NPR*.
- Rebranded agency communications, creating powerful, story-driven marketing with modern style guide and website to bolster audience engagement.

HONOR: Promoted from Media Relations Manager to Deputy Director

GEORGIA EMERGENCY MANAGEMENT AGENCY // ATLANTA, GA

PUBLIC AFFAIRS OFFICER // 2005 – 2006

ADOBE CREATIVE CLOUD

Photoshop, Illustrator, InDesign
Dreamweaver

MICROSOFT OFFICE SUITE

Word, PowerPoint, Excel, Outlook

SOCIAL MEDIA MARKETING

Instagram, Facebook, Twitter
Snapchat, YouTube,

MAC + PC

- Spearheaded public affairs at Georgia Emergency Management Agency.
- Initiated website redesign and championed first companywide intranet.
- Coordinated national press conferences, acting as spokesperson for all events.
- Led team of Public Affairs Officers in coordinating concise, quick responses to national crises, which decreased and stabilized public anxiety.
- Headed “Ready Georgia” campaign, an emergency preparedness program educating residents in how to best respond to natural and manmade disasters.

DELAWARE GENERAL ASSEMBLY || DOVER, DE

PUBLIC AFFAIRS/LEGISLATIVE FELLOW // 2003 – 2005

- Managed and coordinated press communications for Delaware’s Senate Majority Caucus, ensuring accurate and timely information.

US DEPARTMENT OF THE ARMY || ARLINGTON, VA

PUBLIC AFFAIRS SPECIALIST // 2001 – 2003

- Coordinated with the Pentagon to write speeches, press releases, and articles supporting the US Department of the Army.

THE ATLANTA JOURNAL-CONSTITUTION || ATLANTA, GA

BUSINESS NEWS REPORTER // 1999 – 2000

Broke news stories for Georgia’s largest newspaper, in addition to updating and maintaining stock index of the publication’s website.