

JEFF PARKER



*Innovative
Cutting-Edge
Experienced*

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CULINARY PRODUCER / FOOD STYLIST / CULINARY DIRECTOR – SPECIAL PROJECTS

Expertise in corporate branding, food merchandising, and market & consumer trend analysis

Leverage rare blend of creativity, culinary expertise, and strong business acumen to balance creative insights with consumer tendencies. Proven ability to identify emerging culinary, market, and consumer trends.

Evolve and adapt to the changing needs of corporate clients to further their distinct brand. 100% dedicated to the task at hand—implementing years of experience to make strategic selections at all stages of the project.

Success in all areas of culinary production, food presentation, and styling for the camera, offering cutting-edge techniques and styles with classic appeal. Fully immersed in the industry with extensive knowledge base and expertise.

PARTIAL LIST OF CREDITS

- *The Biggest Loser*, Food Stylist
- *Easy Chinese: San Francisco*
- *Semi-Homemade Cooking*
- *Naturally Delicious*, Culinary Producer
- *The Tyra Banks Show*, Food Stylist
- *Extra Lean Family* cookbook
- *Malibu Times* magazine
- *Los Angeles Times Magazine*
- Wingstop ▪ Dole Fruit

- Led team of culinary professionals to develop 3,000+ food and beverage recipes for print, television, and online publication.
- Culinary Director for top-rated Food Network host, Sandra Lee (*Semi-Homemade Cooking*).
- Established the nation's first completely low-fat grocery store and restaurant.

AREAS OF EXPERTISE INCLUDE:

- Food Styling
- Recipe Writing & Testing
- Menu Concepts
- Sales & Marketing
- Project Coordination
- Operations Management
- Team Leadership
- Budget Management
- Trend Analysis

PROFESSIONAL EXPERIENCE

FOOD CREW, INC.; Los Angeles, CA

2004 to Present

CREATIVE DIRECTOR/OWNER

- Direct all high level creative operations for this multimedia culinary services company specializing in creating food images and recipes.
- Develop and implement strategic sales and marketing plans leading to projects working with cookbook authors, food writers, advertising agencies, and product manufacturers.
- Aid corporate clients in expanding and promoting their brand through applying creative culinary abilities and market knowledge. Oversee food styling, recipe development/testing, cookbook development, and menu concepts.

FOOD FANATICS, INC.; Los Angeles, CA

2004 to Present

LEAD FOOD STYLIST/CULINARY PRODUCER/ BACKSTAGE KITCHEN MANAGER (Freelance)

- Manage complex food styling projects for use in print, packaging, television, and online. Produce quality work while maintaining project schedules, timelines, and budgets.

SPECIAL PROJECT: MASTERCHEF (FOX), FOOD STYLIST/ CULINARY PRODUCER, 20 EPISODES (2011)

- Developed and executed innovative merchandising strategies for 3,000-sq.-ft. pantry featured on-air for contestant use.
- Prepared food displayed as challenge examples and ideal representations of the product.

SEMI-HOMEMADE ENTERPRISES; Los Angeles, CA/New York, NY 2004 to 2008

CULINARY DIRECTOR

- Developed and tested 2,500+ food and beverage recipes for use in numerous Food Network television and print segments including 18 cookbooks.
- Worked with corporate clients to create product-specific recipes for sponsored endorsements. Researched, coordinated, and developed recipes for eight seasons of *Semi-Homemade Cooking*.

ON THE RANGE (Personal Chef Service); Los Angeles, CA 2001 to 2005

CHEF/OWNER

- Assessed clients' food preferences and dietary needs to create well-balanced and nutritious custom menus. Provided catering at dinner parties and special functions creating custom designed menus to suit client requirements. Balanced and prioritized multiple projects and clients while providing exceptional service and quality.

FREELANCE; Dallas, TX/Seattle, WA 1994 to 2001

CHEF/CATERER

- Managed all aspects of profitable catering business. Planned menus and prepared/arranged food for visual impact as well as for taste and smell. Directed staff in all preparation activities to ensure prompt and efficient service.

FRESH START MARKET; Dallas, TX 1993 to 1998

CHEF/OWNER

- Established highly effective marketing initiatives resulting in a great amount of publicity, including international press and features in the *Washington Post* and on the Food Network.
- Accountable for all restaurant and business operations. Generated operational and financial reports to track income, expenses, growth, and consumer trends.
- Created café menu and standardized recipes. Developed nutritional map for all café foods.

Prior to 1993 business experience

- Top producer for a high-end furniture and textile manufacturer. Lead Buyer for Nordstrom in Northern California. Achieved double-digit sales increases two consecutive years—"Buyer of the Year."

EDUCATION

Professional Studies in Thai Cooking

SAMUI INSTITUTE OF THAI COOKING; Koh Samui, Thailand

Study of culinary arts with emphasis in pastry art and design

EL CENTRO COLLEGE; Dallas, TX

Bachelor of Science in Business Administration

UNIVERSITY OF SOUTHERN CALIFORNIA; Los Angeles, CA

PROFESSIONAL ASSOCIATIONS

International Assoc. of Culinary Professionals ▪ San Francisco Professional Food Society