

## Contact

kendraleethatcher@gmail.com

www.linkedin.com/in/

kendraleethatcher (LinkedIn)

## Top Skills

Blogging

Food

Social Media

# Kendra Thatcher, DTR

local. lifestyle. elevated.

Hunterdon

## Summary

With more than 15-years of professional experience as a lifestyle communications specialist I have developed a keen balance of creativity and metrics in digital and traditional platforms. It is this balance that allows me to work outside-the-box while maintaining a focus on audience growth and engagement. As a writer, producer, developer, and strategist I position brands as lifestyle necessities, not short lived trends.

Oh yes, and I thoroughly enjoy the following: eating, cooking, traveling, hiking, Pilates-ing, surfing, running, cycling, and gardening with my dog.

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## Experience

### Kendra Lee Thatcher LLC

Development Consulting + Creative Production

February 2016 - Present (4 years 3 months)

Greater New York City Area

- The Farm Cooking School: develop partnered national and international culinary travel; produce digital cooking videos; write, direct, + produce The Farm Cooking School podcast; produce live events such as Gourmet Reunion Weekend + various farm festivals; write + produce marketing materials for print + digital; create + manage strategic community + brand partnerships
- Hopewell Theater: Restaurant Consultant for new restaurant project.
- Tree of Life: Recently have teamed up with Joy Stocke and Angie Brenner to begin social media promotions for events surrounding their newly released cookbook, "Tree of Life: Turkish Home Cooking".
- And We Ate: Develop, manage, and maintain newsletter content and social media marketing strategy for culinary editor and food photography duo, Kate Winslow & Guy Ambrosino. Analyze analytics for social media and newsletter to increase traffic to their website.
- Living Plate, LLC: Co-manage and contribute healthy lifestyle content to a primarily vegan, weight conscious, and food-allergy aware audience via

social media, the Thrive75 blog, Test Kitchen Tuesday recipes, and monthly newsletter with a reach of more than 5,000 subscribers.

### River Towns Magazine (Herald Publishing)

Features Writer, Creative Consultant, and Social Media Coordinator  
January 2019 - Present (1 year 4 months)

Creative consultant in the development of River Towns Magazine and social media coordinator for the fall and winter issues. Features writer penning articles highlighting the lifestyle, culinary achievements, and agricultural industry in the Delaware River towns. Freelance photographer for "Myles Cavanaugh" feature in Fall 2019 issue.

Spring 2020: "The Good Earth: Bobolink Dairy Farm + Bakery"

Winter 2019: "In The Kitchen with Christopher Hirsheimer and Melissa Hamilton of Canal House Station", "The Good Earth: Goat Hill Farm", "Locals Guide"

Fall 2019: "Top 10 Things To Do This Fall", "Locals Guide"

Summer 2019: "Top 10 Things To Do This Summer"

### Foundation Academies

Communications Associate

August 2015 - January 2018 (2 years 6 months)

Trenton, NJ

- Develop and oversee all public relations and marketing campaigns including: video production, music recording, press releases, info-graphics, and other material for various platforms including web, social media, print, and live events.
- Manage all website content for five school sites, mobile application, and social media platforms including Facebook, Twitter, Instagram, e-newsletter and all other communications that more than tripled social engagement in the first year.
- Utilize content management and data analysis tools such as backend programs, HootSuite, and Google Analytics to analyze and increase audience traffic and engagement.
- Write and deploy all email campaigns to our community, donors, and advocates.
- Develop local and national recognition for the school by building relationships with celebrities and government officials Collaborations with Grammy Award winners include Wyclef Jean, Raul Malo, and Angela Brown.

- Authored five grant proposals which have resulted in more than \$175,000 in funding.

### Home + Table Magazine

Contributing Writer

July 2016 - April 2017 (10 months)

A bi-monthly lifestyle magazine covering the Philadelphia and Lehigh Valley regions. Beats focus primarily on culinary topics ranging from local personalities to kitchen hacks, high-end adventure travel, and local artisanal shopping. Articles are published in print and online.

### Living Plate LLC

Culinary Facilitator, Communications Consultant, Editorial Contributor  
October 2015 - October 2016 (1 year 1 month)

- Develop and manage social media, blog, newsletter, and Test Kitchen Tuesday recipes.
- Contribute twice monthly original blog posts and develop recipes for Test Kitchen Tuesday.
- Prepare recipe ingredients for students and demo knife skills and cooking techniques based on class recipes. Assistant students during cooking portion of nutrition education classes.

### Hunterdon Medical Center

Dietetic Technician, Registered - Per Diem  
May 2013 - November 2015 (2 years 7 months)

- Assess patient nutritional status and develop medical nutrition therapy plan for patients considered low to moderate risk.

### Matheny Medical and Educational Center

Dietetic Technician, Registered  
July 2014 - April 2015 (10 months)

- Assess nutritional status of 60+ intellectually disabled patients in long-term care setting.
- Work directly with speech, behavioral, and occupational therapists to address clinical and nutritional goals for each patient.
- Manage nutrition office, kitchen and food production to ensure nutritional quality of recipes and correct dysphagia consistencies of meals.
- Develop and present nutrition education to intellectually disabled patients.

Rocco DiSpirito

## Culinary Stylist and Associate Producer

June 2012 - March 2013 (10 months)

- Led cooking demos and prepared beauty dishes for Chef Rocco DiSpirito's healthy-lifestyle series, "Now Eat This!"
- Prepared nutrient content boards and comparative before-and-after nutrition information for both dishes and snack options.

## IW Productions

Associate Producer

May 2011 - September 2012 (1 year 5 months)

- Associate Producer: "Unique Eats" Seasons 4 & 5, "Food Crawl with Lee Anne Wong" 1-hour special
- Assisted in the design and flow of episode topics and titles for Seasons 4 & 5 of Unique Eats (26 episodes total)
- Researched, interviewed, and pitched chefs and owners of restaurants across the country who fit into the 26 topics. Ensuring recipes were unique, reviews were positive and interesting, and quality of chef/restaurant.
- On location: Ensured chef's had their recipes (typically 3-4) prepped for filming per the provided breakdown of our Executive Producer; Managed shot list for each recipe and communicated with post production on best takes; Managed b-roll of guests eating featured dishes and establishing shots of town and restaurant.
- Managed schedules and travel for commentator talent to visit featured restaurants/chefs and taste featured dishes. Managed "in-house" production days when commentator talent would discuss the unique dishes they had.
- Managed online publishing of featured dishes per episode and reformatted within Food Network and Cooking Channel guidelines.

## 24 Hour Restaurant Battle

Associate Story Producer

January 2011 - May 2011 (5 months)

- Season 2 of "Restaurant Battle", reality-based, cooking competition
- Developed basic story outline from producer notes and transcript logs to create the general framework of each episode.
- Edited string outs of story and b-roll.
- Wrote and managed website deliverable's for network: winning recipes, contestant biographies, and episode synopsis.

## Sesame Workshop

Post Associate Producer

July 2010 - January 2011 (7 months)

- Developed and managed post production calendar for editors and assistant editors, graphic designers, audio engineers, and deliverable's of completed episodes.
- Managed daily footage for each scenes and segments of multiple episodes.
- Managed and produced ADR sessions with talent.

### Mother Earth News magazine

Presenter

September 2010 - September 2010 (1 month)

Presented two workshops on Food Sensory and Expression.

### Scripps Networks Interactive

Operations Coordinator

April 2008 - July 2010 (2 years 4 months)

- Assisted Production Managers on all aspects of studio and on-location shoots including: talent relations and schedules, hiring crew, scheduling load in/out of set, shoot schedules and call sheets, and various other duties to ensure seamless production.
- Budget management for all shows produced in-house including but not limited to Iron Chef America, 30-Minute Meals, Secrets of Restaurant Chef, Guy's Big Bite, and \$10 Dollar Dinners.
- Managed all New Talent Tests and small cooking demos in Studio B.
- Assisted with daily operations of pre-production, production, and post-production schedules and logistical needs for various in-house vendors including Programming, Marketing, Public Relations, and Creative Services.
- Participated in many Food Network opportunities: assisting the Marketing Team with various book signings for the NYC Food & Wine Fest and volunteer-coordinating Food Network's "Good Food Gardens".

### Edible Queens Magazine

Contributing Writer

2009 - 2010 (1 year)

### Scarred & Human Giant - MTV

Post Production Coordinator

May 2007 - March 2008 (11 months)

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## Education

Ramapo College of New Jersey

Bachelor's Degree, Communications, Documentary Film · (2002 - 2006)

Middlesex County College

Associate of Applied Sciences (AAS), Dietetic Technology · (2012 - 2014)