

January 24, 2022

Baldwin Publishing

1107 Taylorsville Rd.
Washington Crossing, PA 18977

Re: Food Editor/Recipe Content Manager

To Whom It May Concern:

I am writing in application to the position of Food Editor/Recipe Content Manager for Baldwin Publishing. Currently, I lead the wellness strategy for a family-owned east coast grocer (ShopRite). Through this role I create diverse marketing materials, including digital, print, and multi-media, to drive customer engagement while adhering to the company's brand voice and vision. This work includes forecasting food trends, analyzing consumer data, tracking success of programs, and cultivating relationships with vendors in the grocery industry. I also serve as the subject matter expert in Culinary Nutrition and food writing for the dietitian team, the store, and the surrounding community.

This position aligns with my professional goals as I am currently pursuing my graduate degree in Gastronomy at Boston University with a focus in food studies and marketing, and an expected completion date of December 2022. Given this experience and education, I believe I would be a valuable addition to your team.

Below are links to view a few recent items in my professional portfolio. I am happy to provide more samples, upon request.

- [Food & Nutrition Recipe Booklet](#)
- [Email Marketing Newsletter Example](#)

I have a passion for nutrition science, culinary arts, and food justice. And my talents lie in developing marketing and communication content that inspire others to care about their food, health, and planet. I welcome the opportunity to further discuss my skills with the team at Baldwin Publishing for the position of Food Editor/Recipe Content Manager. Thank you for your time and consideration.

Best Regards,

Samantha Schmell

610-295-7029
smschmell@gmail.com



Samantha Schmell

RDN, RYT

- 📍 41 Manners Rd.
Ringoes, NJ 08551
- ✉️ smschmell@gmail.com
- ☎️ 610-295-7029

PROFILE

- Registered dietitian well-versed in the grocery/CPG industry
- Graduate student with focus area in food studies and marketing
- Culinary Nutrition expert with an eye for analyzing consumer trends and creating diverse marketing & communication materials

SKILLS

Project Management
Graphic Design
Marketing
Creativity
Editing
Nutrition

ACTIVITIES

- New Jersey Beekeeper, 2014-present
- Registered Yoga Teacher, 2014-present

EDUCATION

Masters Degree in Gastronomy / Food Studies

Boston University
Current PT Student

- Concentration in Food Marketing
- Expected graduation: December 2022
- GPA 4.0

Bachelors Degree in Nutrition Science

Cedar Crest College
May 2015

- GPA 3.8

WORK EXPERIENCE

HEALTH & WELLNESS MANAGER

ShopRite of Hunterdon County

March 2018 - Present

- Lead graphic design for food and nutrition related content
- Analyze trends/data for consumer purchasing insights
- Maintain digital accounts for wellness programming
- Manage email marketing software account
- Develop thematic, monthly social media content
- Foster relationships within the community with vendors and consumers
- Advise on food trends and recipe creation
- Design, implement, and market a robust Culinary Workshop Program
- Create and analyze customer engagement surveys
- Point of contact for current research in nutrition science
- Develop, lead, and assess a variety of food/nutrition education programs (virtual and in-person)

PEDIATRIC REGISTERED DIETITIAN

The Center for Allergy & Asthma

April 2016 - August 2019

- Oversee the food challenge protocol program for patients
- Provide nutrition counseling, motivation, and support for families of pediatric patients with food allergies and complex conditions

REGISTERED DIETITIAN

Princeton Healthcare

June 2016 - May 2017

- Provided medical nutrition therapy to female adolescent patients and adults with eating disorders
- Created and implemented a variety of daily interactive groups on nutrition, wellness, and mindful eating for pediatric and adult patients and their families