

Cecelia K. Jenkins

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EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Master of Business Administration (MBA), concentration in Business Sustainability; 2022

- Awarded Full MBA Fellowship
- Office of Career Success: Coordinated virtual networking. Demonstrated strategic problem solving in concurrently designing and implementing Dean's "Industry Academies" curriculum and internship pipeline; project management skills

Cambridge School of Culinary Arts, *Professional Chef Certificate*; 2011

Cambridge, MA

University of Massachusetts Amherst

Amherst, MA

Commonwealth Honors College

Bachelor of Arts in History, magna cum laude; 2009

- Honors Thesis on United States Army Band, WWII; 2008 Study Abroad at Trinity College, Oxford University, England
- Women's D-1 Varsity Swim Team Tri-Captain; NCAA Honor Society Chi Alpha Sigma; Atlantic 10 Conference 4.0 Honor Roll

EXPERIENCE

UMass Dining & Auxiliary Enterprises (Sept. 2021-May 2022)

Amherst, MA

Business and Food Sustainability Consultant

- Evolved competitive advantage, excellence of top campus dining program by implementing food-carbon-footprint labels to meet growing student demand for transparent, climate-conscious consumption
- Collected, analyzed baseline data and uncovered student disconnect with environmental impact of food systems emissions; used insights to inform marketing plan, developed communications on food sustainability and food-carbon-footprint labels
- Recommended 5-Year Roadmap to lower UMass Dining carbon footprint, increase stakeholder buy-in; co-authored industry paper promoting initiative; recommended ways to effectively measure outcomes, upstream support systems

MA Seafood Incubator Project (May-August 2021)

Remote/Gloucester, MA

MA Lobstermen's Association, Fisheries Management Intern

- Optimized social media platforms to redirect resources towards stewarding sustainable, eco-friendly MA industry practices
- Assisted recovery from Covid supply chain disruption: cultivated initiatives, leads for mobile "Dockside Pickup" app, events
- Wrote grant: technology creating new markets, opportunities for MA industry, 2nd largest in U.S. for commercial lobstering

Isenberg School of Management (May-August 2021)

Amherst, MA

Chase Career Center Intern

- Collaborated with SaaS representative to structure and populate content for new career website. Established RSS feed connectivity to automatically syndicate job postings
- Identified operationally inefficient workspace reservation process; collaborated with IT for leaner, automated system

America's Test Kitchen (2013-2020)

Boston, MA

Senior Editor, Recipe Developer, Product Manager; *Cook's Country Magazine* (2017-2020)

- Led national magazine team developing recipes, products, creative content, feature articles from concept to launch. Audience: 1.3M print, 1.5M social, 2M television
- Conducted food science research, recipe innovation, testing; extreme focus on UX recipe design, marketing, storytelling
- Demonstrated critical and holistic thinking, strategic problem solving; analyzed beta-testing data; re-engineered recipe prototype construction to alleviate pain points to maintain consumer trust
- Selected by CCO and Editor-in-Chief to feature in and lead new business development: digital brand expansion with YouTube behind-the-scenes documentary on exacting recipe creation process. Contributed to 30% increase in channel views YOY
- Partnered with cross-functional teams to co-produce national PBS television programs *America's Test Kitchen* and *Cook's Country*; photoshoots; art direction. Emmy nominations for Outstanding Culinary Program 2015, 2017, 2018
- Previous roles: Associate Editor and Test Cook for *Cook's Country Magazine*; Assistant Test Cook for Photography Team

Island Creek Oyster Bar & Restaurant (2011-2013)

Boston, MA

Utility Player and Chef de Tournant

- Demonstrated multitasking, decision-making in high-pressure environment as team lead and support on all stations
- TripAdvisor's #1 Restaurant Boston (#8 U.S.) 2012; Best Upscale Seafood, *Boston Magazine* 2012; *Food & Wine* feature

COMPUTER SKILLS

Advanced Microsoft (MS) Excel; Proficient in data visualization software (MS Power BI, Tableau), MS

LEADERSHIP SKILLS

Project, MS Access, MS Teams, SQL, ERDPlus, Python, R, Bloomberg Terminal, RSS Feeds, Adobe Rush

Emotional intelligence, written and interpersonal communication, critical thinking, adaptability, consulting, Design Thinking, Sustainable Systems

Thinking, UX Design, process improvement; Lean Six Sigma Yellow Belt Certification

ACTIVITIES

- Operations Management Club, Vice President; University of Massachusetts Amherst Chapter
- Graduate Women in Business (GWIB), University of Massachusetts Amherst Student Member
- Association for Supply Chain Management (ASCM, formerly APICS); National Student Member
- Meals on Wheels; Volunteer Community Service