

REBECCA FREY

RECIPE DEVELOPER | FOOD STYLIST & PHOTOGRAPHER | PASTRY CHEF
NEW YORK CITY

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PROFESSIONAL SUMMARY

Classically trained pastry chef with extensive experience as a recipe developer, recipe tester, food writer, food stylist, and photographer for popular print and digital publications, retail websites, and social media platforms. A parallel career in costume design informs a creative, media-savvy approach to food, resulting in trend-driven, approachable, and eye-catching recipes that look as good as they taste. Skilled at writing easy-to-follow recipes and engaging headnotes that align with brand goals, and delivering high-performing content, including top-ranked pieces for several publications.

WORK HISTORY

SERIOUS EATS

Recurring Contributor (2023 - Present)

Recurring freelance recipe developer and food writer for *Serious Eats*, a recipe website published by People Inc.

VITACOST.COM

Recurring Contributor (2023 - Present)

Recurring freelance recipe developer, food stylist, and photographer for Vitacost.com, a US-based online grocery merchant.

PROFESSOR MEDIA GROUP

Contributing Editor (2023 - Present)

Recurring freelance recipe developer, food writer, and photographer for Professor Media Group (*The Chocolate Professor*, *The Olive Oil Professor*, *The Cheese Professor*, *The Alcohol Professor*), a series of food- and drink-focused websites.

FREELANCE

Recipe Developer, Food Writer, Food Stylist & Photographer, Pastry Chef (2020 - Present)

Self-employed recipe developer, recipe tester, food writer, food photographer, stylist, and pastry chef. Clients include *The Spruce Eats*, *Wine Enthusiast*, *Edible Communities*. Portfolio: www.bastecutfold.com/portfolio.

BASTE CUT FOLD

Founder & Publisher (2017 - Present)

Founder, publisher, recipe developer, and content creator of Baste Cut Fold, a website featuring baking, pastry, and dessert recipes.

SKILLS

Recipe development | [Recipe testing](#) | Food writing & editing | [Ingredient knowledge & sourcing](#) | Digital content management (Wordpress CMS; backend site management) | [Food trend research](#) | Editorial calendar creation | [Food styling](#) | Digital photography & editing | [Food content creation \(social media photo and video production\)](#) | Extensive experience on television sets | [Creative pastry \(sugarwork, chocolate tempering, gingerbread houses, cake decorating, creative cookies\)](#) | Food safety & sanitation (RSPH and ServSafe certified) | [Allergen awareness](#) | Kitchen equipment operation | [Vegetarian cooking](#) | British baking and pastry | [French pâtisserie](#) | Pennsylvania Dutch cuisine | [Adapting British recipes for an American audience and American recipes for a British audience](#)

EDUCATION

LE CORDON BLEU LONDON | BIRKBECK, UNIVERSITY OF LONDON, LONDON, UK - MSc, Culinary Innovation Management (Distinction)

Dissertation: *Exploring Consumer Behavior Through the Creation of a Modern Pennsylvania Dutch Cookbook*

Award: *Best Culinary Innovation Management Student; Immersion Experience - The Wolseley Hospitality Group*

LE CORDON BLEU, LONDON, UK - Diplôme de Pâtisserie (French pastry techniques diploma; 9 months full-time study)

ECOLE CHOCOLAT, VANCOUVER, BC, CAN - Professional Chocolatier's Certificate (3 months part-time study)

CARNEGIE MELLON UNIVERSITY, PITTSBURGH, PA, USA - MFA, Costume Design

TOWSON UNIVERSITY, TOWSON, MD, USA - BA, Theatre Arts (Costume & Scenic Design)

PROFESSIONAL DEVELOPMENT

SUGAR TECHNIQUES - Le Cordon Bleu London, UK (Chef Nicolas Houchet); Institute of Culinary Education, New York, NY (Chef Kathryn Gordon)

FOOD PHOTOGRAPHY - Art of Intuitive Photography, New York, NY

GUMPASTE FLOWERS - Julia Fedorova Cakes, NYC (Chef Julia Fedorova)

BREADMAKING - Bread Ahead Bakery and School, London, UK

CERTIFICATIONS

New York City Food Protection Certificate | [Royal Society for Public Health Level 2 Award in Food Safety](#)

[ServSafe Allergens Certificate](#) | ServSafe Food Handler Certificate