

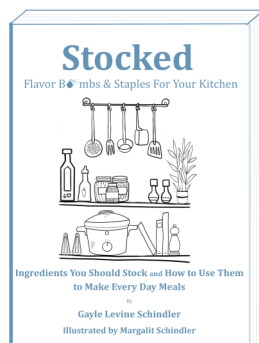
# Gayle Levine Schindler

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Food Writer

Self-Taught Professional Cook

*With Passion for All Aspects of Good Food  
And Proven Communication Skills to Share the Passion*



## Self-Published November 2022

**Stocked: Flavor Bombs & Staples for Your Kitchen** is the cookbook you need before all other cookbooks.

The first half describes common ingredients, recommends what and how much you should keep in your **Stocked** kitchen, and thoroughly explains everything that appears on product labels.

The second half explains how to use your **Stocked** kitchen to prepare meals every day, without having to run to the store for missing ingredients - plus includes a full section about Food Safety at home.

## Food & Technical Writing

**Food Columnist** | American Israelite, Cincinnati, OH, current

**Restaurant Reviews** | Outpost Exchange, Milwaukee, WI | Ohio Magazine, Cincinnati, OH

**Holiday Guides** | Congregation Agudath Israel, Congregation B'nai Tikvah, both in New Jersey

**Plus** | Menus, Brochures, Website Content

**Manuals** | Reference & user manuals on numerous subjects including software, finance, equipment

**Forms** | Paper & online including electric bill, approval forms, automated letters, cardiology reports

## Cooking

**Private Chef & Intimate Catering** | Foody Fun LLC, New Jersey

**Kosher Deli** | Wegmans Food Markets, New Jersey

**Catering Team Lead** | Shabbat Together (Congregation B'nai Tikvah) ▪ Essen & Fressen (Beth El Congregation)

## Teaching

**Training materials, food** | Kosher Basics for Culinary Professionals, Wegmans, Private classes & Small Groups

**Training materials, technical** | Developed for clients on various subjects & about Plain English & good writing

## Design

Logos, Documents, Websites, Booth & display design

## Employment History

Wegmans Food Markets, Foody Fun LLC, Zahava Foods Inc, Robin Lissak Associates, PwC Consulting (PriceWaterhouse Coopers), Marquette Medical Systems, Compuware Inc, American Institutes for Research, Sencorp, Stouffer's Restaurants, Westin Hotel

## Education

- George Washington University, Graduate Level Marketing
- Cincinnati Academy of the Arts, Graphic Production
- University of Cincinnati, Communication + Business

### The goal of any communication is to...

- Provide all the information a user needs and not more
- In the right format, at the right time
- In clear language that helps them do their job (buy, try, cook)

### The keys to excellent communication are...

- Thorough audience analysis
- Collaboration to ensure accuracy
- Analysis & creativity to identify best format
- Exceptional writing & design
- Managing the iterative production process that accommodates change

### My career has afforded me the proven skills to...

- Improve product quality
- Improve communication
- Improve response
- Improve accurate data collection