

## JESSICA CARBONE

[www.jessfscarbone.com](http://www.jessfscarbone.com)

### SELECTED ACCOMPLISHMENTS

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- Extensive research, writing, and programming development on a range of food, wine and culinary events and exhibitions for one of the finest public museums in the United States, the Smithsonian's National Museum of American History (NMAH). Strategic team member for Food History Weekend, a national conference on food and American history.
- Host, researcher, and producer of a monthly daytime program series of cooking and food history demonstrations for NMAH, the first Smithsonian museum to have a state-of-the-art demonstration kitchen facility for programming for the general public. (Produced weekly format for program in 2015.)
- Co-wrote/researched book on history and science of making and using maple syrup, pub. October 2016.
- Acquired and edited more than 20 books relating to cooking, food culture, and food narratives collectively selling more than 100,000 copies; sold into online retail, physical bookstores, and specialty stores.
- Developed promotional and editorial strategy for more than 20 authors ranging from award-winning chefs to self-taught home cooks and food entrepreneurs. Consulted with the business, marketing, and sales community to shape the plans for these authors and to garner enthusiasm on behalf of their books. Authors included chef Marco Canora, chef Paul Liebrandt, Bryan Petroff and Doug Quint of Big Gay Ice Cream, and New York/South Beach Wine & Food Festival founder Lee Schrage. Strong collaborative relationships with more than 20 agents at major literary and talent agencies.
- By-line publication of more than 50 articles in over 10 digital and print publications on literature, film, theatre, music, public policy, and consumer culture, including *The Los Angeles Review of Books*, *The Kenyon Review*, *Full Stop*, *The Millions*, *The Rumpus*, and *Specter Magazine*.
- Negotiated signing deals for 10+ projects with advances over \$100,000. Negotiated for serial deals, promotional tours and publicity commitments, and digital development of original content in addition to the book's manuscript. Editorial director of four innovative digital products developed from preexisting print culinary content, including the first digital product for Julia Child, the iPad app of *Mastering the Art of French Cooking*, which won several awards across the digital design and publishing community.
- Participation in more than 15 conferences on issues including food history, food policy, and food media.

### SELECTED PUBLICATIONS & PRESS COVERAGE

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- [\*The Crown Maple Guide to Maple Syrup\*](#), co-authored with Robb Turner of Crown Maple Syrup, (Abrams Books, October 2016)
- [\*The Crucial Piece of the Smithsonian's New Demo Kitchen\*](#) (Tim Carman, *WaPo*, July 2015)
- [\*Food Fridays at the Smithsonian\*](#) (Interview, *Sur La Table* blog, July 2015)
- [\*Inside the Demonstration Kitchen\*](#) (Smithsonian NMAH Blog, July 2015)

### TECHNICAL AND LANGUAGE SKILLS

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- Conversational French.
- Editorial content for e-book, iPad, iPhone.
- HTML coding/ blogging platforms including Blogger, Wordpress, and SquareSpace.
- Microsoft Excel/Outlook/Powerpoint/Word
- Adobe Acrobat/Photoshop, Final Cut Pro
- SAP and EMS transmittal systems
- Mastery of Twitter; Facebook; Instagram; Feedly, Instapaper, and other RSS feeds.
- Google Analytics and SEO optimization.
- Chicago Manual of Style, Web II, Words into Type, etc.

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**WORK EXPERIENCE**

**SMITHSONIAN MUSEUM OF AMERICAN HISTORY**

Washington, DC

*Project Associate, American Food History Project, Division of Work & Industry*

January 2015-present

- Ongoing writing and research as to the museum's food and wine collections, including extensive research on industry leaders, historians, practitioners, chefs, and policy-makers for future panels and programs.
- Host and sole developer of *Cooking Up History*, a monthly food history program on demonstration kitchen stage. (In 2015 program ran on weekly basis under the name *Food Fridays*.) Responsibilities include extensive historical research, internal communications with museum staff, and organizational planning with corporate partner chefs.
- Extensive knowledge of the museum's processes for acquiring and handling objects for conservation and exhibition. Development of book and exhibition update proposals for *FOOD: Transforming the American Table 1950-2000*. Conducted tours for visitors to Julia Child's kitchen and FOOD exhibition.
- Planning and outreach for the content and speakers for the roundtables portion of Food History Weekend, a three-day annual program first launched in October 2015 to engage the public in a series of conversations surrounding food and its role in shaping American culture and history. Moderated discussion with author Alex Prud'homme during 2016 Food History Weekend.
- Team member for after-hours programs (i.e. American History After Hours and Food in the Garden), aiding in the following tasks: selection of potential participants and historians for panel discussions, collaboration with vendors serving up to 200 guests per event, handling and presentation of objects out of the museum's collection to guests, selection of books to be provided for post-event purchase through Smithsonian Enterprises, development of thematic menus, event set-up and breakdown.

**CLARKSON POTTER**

New York, NY

*Associate Editor*

January 2012-December 2014

- Identify, acquire, and line- and content-edit the work of authors to become new stars in the cookbook and food narrative world. Facilitated author's work with photographers, publicists, and marketing teams. Gathered data on past sales, media coverage, social media platform, audience engagement, and sales impact relating to titles on subject matters for a range of audiences, and distilled that data into weekly presentations to the editorial department regarding a book's development.
- Responsible for calculating the financial bottom line of each book's production, and consulted with our design department on a daily basis regarding production costs. Principal writer of all materials on behalf of the author's work, including online descriptions, promotional materials to sales representative and brand affiliates, and asks for review coverage and celebrity blurbs. Regular presentations on forthcoming titles to 70+ sales and marketing representatives, speaking to book's content and to the brand, media platform, and existing audience.
- Directed author's development of new digital initiatives to be released with their books, including exclusive online content and repackaging of their websites to coincide with a book's release.
- Negotiated contracts with agents and authors for newly acquired projects. Coordinated publicity and marketing plans for upcoming books. Collaborated with authors and their brand managers, including independent PR firms that the author had brought on for the project.
- Editorial and administrative support to two editors, former publisher Pam Krauss and former senior editor Emily Takoudes on their lists of 25-30 books in progress. Promoted to associate editor.
- Trained 5+ assistants/interns in procedures for researching, writing and editing materials for publication.

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**ALFRED A. KNOPF**  
*Assistant Managing Editor*

New York, NY  
August 2006-January 2012

- Project manager for full list of Knopf and Everyman's Library books from a manuscript's arrival in the production department to the completed book. Communicated with all departments (editorial, finance, interior design, cover design, production, and copy-editing) to facilitate development of books, seasonal catalogues and materials for editorial conferences. Managed the company-wide data system to update every component of the book (schedule, price, page count, etc.) Trained 15+ editorial assistants in the procedural aspects of their job and the needs of the other departments within the imprint.
- Promoted from assistant to assistant managing editor, December 2008. First editorial projects working with legendary editor Judith Jones, director of publicity Paul Bogaards, and Katherine Hourigan, managing editor. Freelance copy-editing/proofreading work through Random House.
- Editorial director of the "Mastering the Art of French Cooking" iPad application, a collaboration between Knopf and Smashing Ideas Digital agency. Selected & coded 30 Julia Child recipes and exclusive video footage for digital designers, developed budget for photography and design, wrote descriptive copy to Apple specifications. 2012 iTunes #1 paid Food & Drink app, 2013 Webby Award Official Honoree. Crafted online content for the Knopf Doubleday Cooking and Mystery sites.

**THE KENYON REVIEW**  
*Student Associate*

Gambier, OH  
September 2003-May 2006

- Read manuscripts, fiction, nonfiction, poetry, and drama for potential publication. A story I selected for our editor-in-chief, "Cake" by Patrick Tobin, was published and later adapted into an award-winning film. Order requests and inventory; copy-editing/proofreading of promotional materials.
- Founded, developed, and supervised the review's outreach writing program for the local elementary school. Wrote monthly curriculum and lesson plans to teach poetry, memoir, drama, and a variety of fictional genres for 60 students in the third and fourth grade.

**WEST HARLEM CSA**  
*Core group member, newsletter coordinator*

New York, NY  
May 2012-present

- Preparation of weekly newsletter for 200+ members of the West Harlem CSA, a mixed income CSA providing an affordable alternative to grocery shopping and healthier food options. Responsible for updating CSA social media accounts, coordination with core group members on issues concerning NYCCA and quality food access in low-income communities.

**EDUCATION**

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**NEW YORK UNIVERSITY**  
School of Graduate Studies and Continuing Education

New York, NY  
February 2007-December 2008

- Coursework in book manuscript editing, experience in editing fiction, nonfiction, poetry, cookbooks, and children's books. Certification course in fundamentals of copy-editing.

**COLUMBIA UNIVERSITY**

Columbia Publishing Course, New York, NY, June 2006

- Six-week intensive course on all aspects of book and magazine publishing, including new media.

**KENYON COLLEGE**

Gambier, OH, graduated May 2006

- Graduated *magna cum laude*, English & Sociology. Phi Beta Kappa, Beta chapter of Ohio. 3 college-wide academic awards. Distinction on thesis work in English, on Vladimir Nabokov, Don DeLillo and the aesthetics of American consumer culture. Distinction on thesis work in Sociology, on meritocracy in American education and perceived societal impediments to academic achievement.