

# Bailey Benson

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## EDUCATION

### **Northwestern University**, Evanston, IL

Master of Science in Journalism, Expected August 2024

- Concentration in Magazine
- Relevant Coursework: Advanced Data Analytics in Journalism, Hosting and Producing Lifestyle Content, Nonfiction Storytelling and Filmmaking, Law and Ethics of Journalism and Free Speech, Photojournalism
- Selected as Barnard Gordon Scholar

### **University of North Carolina at Chapel Hill**, Chapel Hill, NC

Bachelor of Arts in Interdisciplinary Studies, May 2023

- Major in Food Studies, Minor in Business Administration
- Selected as Morehead-Cain Scholar

## PROFESSIONAL EXPERIENCE

### **Impossible Foods Inc.**, Redwood City, CA

*Retail Sales Intern*, Summer 2022

- Conducted in-store and e-commerce product analysis for Kroger, Walmart, and Meijer with national sales and category management teams
- Analyzed internal and public data from competitors, such as Morning Star and Beyond Meat, to spearhead an initiative for best-in-class shelving strategy in national grocery chains
- Developed a database, coded in SQL, of regional grocery stores and co-ops in the Southeastern United States for future outreach
- Collaborated with five long tail account managers to create a three-step outreach plan for regional grocery chains, such as Publix and Weis Markets

### **Green Top Farms**, New York City, NY

*School Food and Corporate Sales Intern*, Summer 2021

- Sold year-long catering contracts to 10 Pre-Ks in the NYC area, generating \$70K in revenue
- Created an active database of private school statistics, including size, location, and current school lunch provider, in New York City and used Python to scrape data from official sources
- Researched New York-specific school food policy and nutrition regulations to build a month-long sample menu for Pre-K catering packages, including variations for dietary restrictions

### **The Farmlink Project**, Los Angeles, CA

*Produce Coordinator*, December 2020 - December 2021

- Led a food distribution network, placing surplus produce from local farmers with foodbank managers, spanning the Southeastern United States and relocating around over 7,000 pounds of produce weekly
- Performed analysis to optimize redistribution channels and streamline supply chains, increased region's average allocation by 20%
- Received the Congressional Medal of Honor for Public Service in 2021

## ACADEMIC PROJECTS

### **An Afrofuturist's Guide to Cooking**, Chicago, IL

*Author, Photographer*, August 2022 - Present

- Conceptualizing and writing a 150-page cookbook that combines the culinary history and recipes of the Black-American diaspora with ethnographic research and time theory
- Executing quantitative and qualitative research through oral history, data analysis of racial and gender bias in the culinary world, and original recipe creation
- Interviewing nationally acclaimed chefs, including multiple recipients of the James Beard award and Michelin stars
- Building and connecting a network of future-focused chefs, activists, and experts around the concept of Afrofuturism, including Michael Twitty, Kelly Alexander, and Dr. Sian Proctor

**From the Earth to the Table: A Documentary**, Buenos Aires, Argentina

**Writer, Producer, Director**, Winter 2024

- Conceptualized, wrote, and filmed a 10-minute documentary on the impacts of the Argentinian inflation crisis on the prices of food
- Collaborated with four fixers, remote and in-person, to interview and film medical professionals, activists, farmers, and political figures in Buenos Aires and Luján
- Employed Spanish-speaking skills to interview Argentine residents and grocery-store owners about experiences with food security and fluctuating prices in markets

**Culinary Medicine at UNC-CH**, Chapel Hill, NC

**Founder, Co-President, Outreach Director**, December 2021 - May 2023

- Founded and led one of the first culinary medicine organization for undergraduate students in the United States
- Managed and organized events for a club with over 250 members
- Hosted cooking workshops throughout Chapel Hill and Durham for community members and families in medical accommodations, promoted affordable, healthy recipes developed by the organization

**Southern Foodways Alliance**, Oxford, MS

**Writer and Oral Historian - Barbecue Correspondent**, August 2021 - May 2023

- Undertook oral history reporting for the publication's 2022 Fall Symposium, specializing in barbecue tradition in the Carolinas, Texas, and Tennessee
- Conducted multiple interviews with award-winning barbecue pit masters, including Rodney Scott, Jiyeon Lee, Bryan Furman, and Sloan Rinaldi