

Natalie Wiser-Orozco

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Objective

Seeking to build and lead a vegan pastry program at True Chesapeake, with savory development (vegan), menu R&D, and consulting support woven in. As Executive Chef of Oleum, I run a full vegan BOH program, and bring entrepreneurial P&L discipline from two prior food businesses. Open to Vegan Pastry Chef, Vegan Culinary Consultant, or other positions based on my skill-set and the needs of True Chesapeake.

Culinary & Operations Excellence

- **Culinary:** Recipe Development, Food Photography & Styling, Menu Planning, Pastry & Baking
- **Operations:** Kitchen Management, Staff Training & Development, Inventory Management, Cost Control, Waste Minimization
- **Business:** P&L Management, Shopify/POS Systems, Zero-Waste Operations, Health & Safety Compliance
- **Marketing:** Brand Development, Content Creation, SEO, Social Media Strategy, Sponsored Partnerships

Experience

Executive Chef

Oleum

Oct 2025 – Present

- Lead a full back-of-house team: sauté, pizza, garde manger, expo, prep, dish, and closing operations - hiring, training, and building an internal leadership pipeline for the best vegan restaurant in Baltimore.
- Operate across both culinary and business functions in the Executive Chef role, overseeing kitchen operations, inventory, ordering, staffing, and restaurant strategy.
- Designed and executed prix fixe menus for events up to 150 covers, including full production documentation and plating specs.
- Helped build, implement, and maintain Oleum's operational backbone, including standards manual (thank you), station pickup sheets, checklists, and prep/inventory systems (MarginEdge, AppSheet, Google Sheets).
- Authored cross-team communication protocols and training memos to close gaps between BOH and FOH, and implemented structured, SBI-based performance management for the team.

Founder / Owner / Chef

The Devil Wears Parsley (TDWP)

May 2010 – Present

- Created and managed a vegan food blog that blended original vegan recipes with storytelling focused on promoting veganism, sustainability, and lifestyle.
- Built and maintained TDWP website using WordPress, customizing functionality with PHP and MySQL.
- Executed and produced all professional food photography, video, branding materials, and promotional graphics.
- Executed SEO strategies using Jetpack, Google Analytics to drive organic traffic and improve search rankings.
- Managed content calendar, wrote and edited blog posts & recipes, and distributed content via newsletters and social media.
- Created branded content and sponsored posts through collaboration with large food brands (Melissa's Produce, Idaho Potatoes, Cacique, Inc.), including recipe development, food photography, and copywriting.
- Conducted live cooking demos at the Orange County Fair (Orange County, CA) for large public audiences, blending education with performance.

Founder / Owner / Chef **DWP Bakery** **Mar 2021 – Feb 2025**

- Built and operated a fully vegan cottage bakery, managing all aspects of recipe-development production, e-commerce, marketing, and operations.
- Developed original recipes and performed all baking, packaging, and inventory management.
- Managed Shopify storefront, POS integration for markets, and weekly menu updates.
- Designed and photographed/filmed all visual content.
- Implemented sustainable systems by creating a near zero-waste operation through composting all organic materials, and providing compostable packaging.
- Hired and trained staff, developed onboarding materials and internal documentation.
- Maintained 5-star Google / Yelp / Happy Cow ratings for the duration of the company's existence.

Co-Founder / Co-Owner **Heka Saucery, LLC.** **Mar 2021 – Dec 2024**

- Co-founded a vegan Egyptian tomato sauce company rooted in cultural heritage of my business partner, and mission-driven, compassionate food.
- Managed Shopify site including inventory, product listings, and POS for in-person sales.
- Oversaw visual branding, copywriting, and packaging design.
- Sold and shipped products nationwide; maintained a strong presence at Baltimore & other local farmers markets.
- Led digital marketing campaigns via email and social platforms, highlighting original plant-based recipes and ethical brand messaging.
- Managed finances and tax preparation under the company's LLC structure.

Senior Software Developer **Imagine Systems, Inc.** **Sep 2004 – Dec 2018**

- Spearheaded full-stack lifecycle development of enterprise web applications, from front-end UI to database architecture and design.
- Served as primary client liaison, translating business needs into technical specs, a communication discipline that carries directly into kitchen leadership and vendor/ownership conversations.

Expediter / Server / Busser **T.G.I.Friday's (Main Street & Main, Inc.)** **1996 – 2004**

Education

Master of Science in Computer Science	California State University, San Bernardino	Dec 2008
Bachelor of Science in Computer Science	California State University, San Bernardino	Dec 2003

Publications & Honors

Extensible Simulation of Planets and Comets

Published in *Space Mission Challenges for Information Technology (SMC-IT)*, 2009 Proceedings. Lead author and presenter in the student track at the SMC-IT Conference, Pasadena, CA.

Upsilon Pi Epsilon, Computer Science Honor Society - Member inducted in 2008