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Where my world meets cake.

# Biography



A large part of who I am today is greatly impacted by the ups and downs I incurred being a girl, becoming a young lady, and growing into a woman. I was born in a small town, much to my dismay it was difficult having a big mind in such tiny parameters. I had big dreams and big ideas.

I was a gifted child. I learned to read when I was three. I had a love for art - I remember drawing with my father and getting my hands into anything that allowed me to create. I can make anything, with my eyes

first. I'll study it over and over again. Paying attention to the seams and the direction of the construction. I can pull it apart and put it back together again.

This went on for ten years and here I am now creating pieces of cake. I didn't see myself becoming a baker or let alone being on television for a gift that was never in my radar. I'm a sixth grade teacher with a bachelor's degree in Public Relations. I love, love, love kids. Kids love me too. I still to this day have students that are in their twenties who continue to seek my counsel even in their adult problems.

Walking onto the set for the Next Great Baker should go down in history books. I think I was so overwhelmed by the course of events that led me there, that I couldn't even live in the now of the actual show. I was still thinking about how I got there. Generic reply emails, casting phone call requesting pictures of my cakes, emails to send a video presentation, a call that I'd made it to the Top 20, and finally the Director, Art Edwards calls me two days before our arrival date to say, "Do you want to be the Next Great Baker?"

I'm lassoing every opportunity that comes my way. I would love to speak to a large group to motivate whoever needs a word of encouragement. I would love to meet Oprah and give her a high-five on being an inspiration to me. For loving teachers who walk in classrooms with their hearts on the lesson plan. I want to push my brand in every way Martha Stewart has. I'm polished - all about the appearance of things. I have so much to show and inspire within the lives of others.

## About KeShaJo Works

**KeShaJo Works** is a company rendering goods and services to customers of the home, food and décor industries.

**KeShaJo Bakes** - Selling cakes and dessert - snacks

**KeShaJo Makes** - Making visual art, sewing crafts, and wood furniture

**KeShaJo Décor** - Interior design spaces, set designs, pillows, kitchenware, cookware

**KeShaJo Art** - Photography, stationery, and a new typeface (font)



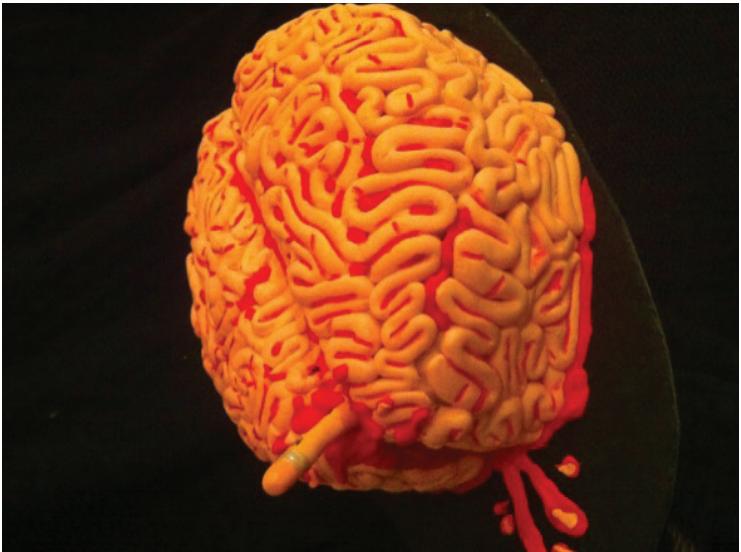
## Gallery



# Gallery



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# Press

**TLC** A DISCOVERY COMPANY SITE SEARCH

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**NOT THE NEXT GREAT BAKER** THE BOX TRUCK BLOG

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**Five Questions for Kendra**

12/08/2010

**TLC: Is there someone you bonded with the most – and why?**

Kendra: I love them all, truly. We're all family now because of our experience. But if I must say there's one person I connected with off the bat, it was Jay. I guess because he has that Southern charm. We could kick back any day, laugh, and drink cool lemonade! Brian and Dana were also like brothers to me.

**TLC: Is there someone you bonded with the least – and why?**

Kendra: NO, not really...I'm a people person so I'll dig until I find something we can connect on. Corina and I were mothers; Megan and I are Daddy's Girls; Gregggy, Brian, and myself love art; Dana is my brother; Joe is my comic relief; and Pam is so bubbly. I love them all and miss them terribly!

**TLC: Anything you want to say – advice, wishes, etc. – to those left in the competition?**

Kendra: Have fun! Enjoy each moment and stay true to who you are. Never feed into stereotypes and don't breathe life into negativity. Last but not least, keep it moist!

**TLC: How did you feel being in the box truck?**

Kendra: Oh, that was downright humiliating! Especially with Danny offering up his mean disposition on an ice-cold platter! I felt more like meat being thrown in the back to be butchered. I was waiting for Frankie to be inside ready to decapitate me and set my head on butcher block! LOL! But I did laugh when I saw what was written on the side of the truck...what can I say, my humor precedes me!

**TLC: What are your plans for KeShaJo?**

Kendra: Oooohoooh I have lots of creative plans. This whole experience was such a confidence boost for me. Many people that are close to me know what I endured before I was even cast on the show. When Buddy said he was going to put us through hell, in the back of my mind I was like, "hey, I just left there!" But all in all, KeShaJo is my brand and it deserves to be seen by the world. I, of course, will continue with baking and cake design. I'll be celebrating my year anniversary of experience in cake design this coming Christmas, and I plan to commemorate that with my own snack cakes line called Gabby Cakes. Whatever hand I'm dealt, I can play it and even when it seems like I've lost, I'll find a way to win. In the words of Buddy, "It's go time!"



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**'Cake Boss: Next Great Baker' exclusive: introducing Kendra Jordan**

December 2nd, 2010 12:21 am ET

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Leading up the premiere of 'Cake Boss: Next Great Baker' on December 6 at 9:00 p.m. Eastern on TLC, we're going to be taking a look at each of the contestants vying to win the grand prize of \$50,000 alongside the chance to work with one of the biggest names in cake-decorating – Buddy Valastro.

To view more exclusive interviews with the cast, click here. This time, the focus is on 31-year old Virginia resident Kendra Jordan.

Matt Carter: So what really got you into baking and into giving this show a shot?

Kendra: Baking is something that you pretty much do from the South – I watched my mother growing up making cakes, and that's something I've been doing. I grew up thinking that every woman bakes in front of their house. I think that's what I ended up with, that's not really the case. (Laughs) The actual cake-decorating part started last year in December. I had gotten out of the relationship, and I was looking for ways to deal with the breakup. I went online and I said to find things you were interested in – think of a hobby to get you through the pain. At the time I was watching 'Cake Boss' and other cake shows and my daughter loved it too.

I decided to take one of those cake-decorating classes at Michael's – just one class – I wanted to continue you on but I found out I was having surgery. From that one class last December, I decorated through my heartbreak and making these cakes as a hobby. I had no idea I was setting a foundation to get on the show.

This was completely not on my radar – I was on vacation and I was depressed about some things – my friend had sent me this link and said "I thought

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**Emporia baker to appear on TLC's 'Next Great Baker'**

By HOLLY PRESTIGE | TIMES-DISPATCH STAFF WRITER Published: December 01, 2010

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vote now Many teachers encourage their students to follow their dreams, but Kendra Jordan is a living example of practicing what she preaches.

Jordan, a sixth-grade English teacher at Emporia's Edward W. Wyant Middle School, took a cake-decorating class last year. Next thing she knew, she was a contestant on the TLC show "Next Great Baker," where 10 people work side by side with the gang of "Cake Boss," filmed at Carlo's Bake Shop in New Jersey.

On the show, bakers are eliminated each week, leaving one person with \$50,000 in cash and the opportunity to work at Carlo's.

The show has been taped, and the first episode is set to air Monday. Jordan has been sworn to secrecy about how she finishes.

What she can say, however, is that it was an experience that she'll never forget.

Jordan said baking is something she's always done. She called herself her mother's "right hand" in the kitchen, but said it's also been a stress reliever for her.

"Being creative is therapeutic," she said. She was dealing with some personal issues last year and decided to find something she loved to do to help her cope.

She took a Wilton decorating class.

"I was deep into that cake batter," she joked, referring to how focused she was. From there, she began baking cakes for co-workers.

She said she has always watched the baking shows on television and has learned a few things from them. She learned about the opportunity for "Next Great Baker" from a friend, but was hesitant to apply. Now, she's glad she did.

She and nine other bakers from around the country will put their baking skills to the test on the show, which is led by "Cake Boss" Buddy Valastro, owner of Carlo's Bake Shop.

Jordan said the contestants she worked with were like family.

"It's a great group of people," she said, adding that the Valastro people see on television is "exactly how he is."

"He's very charismatic and warm," Jordan said. While on the show, he and his family and co-workers were "so willing to teach you and challenge you."

Jordan, mom to 9-year-old Milan, said she's excited about the show airing. She said her students know she'll be on television and she's proud to be an example to them of someone from a small town who followed her dreams.

"They see that it pays off," she said.

<http://blogs.discovery.com/next-great-baker/2010/12/five-questions-for-kendra.html?cid=6a00d8341bf67c53ef0147e081110c970b>

<http://www.examiner.com/tv-in-national/cake-boss-next-great-baker-exclusive-introducing-kendra-jordan>

<http://www2.timesdispatch.com/lifestyles/2010/dec/01/f-cake01-ar-685957/>



# Contact

## **BUZZ BRAND MARKETING**

419 Lafayette Street

2nd Floor

NYC, NY 10003

tel (212) 360.0399

fax (646) 430.8580

*Marisa King-Redwood*

[mking@buzzbrandmktg.com](mailto:mking@buzzbrandmktg.com)

*Milady Andrews-Morgan*

[mamorgan@buzzbrandmktg.com](mailto:mamorgan@buzzbrandmktg.com)

