

JEANETTE DONNARUMMA

FOOD | MOTHERHOOD | LIFESTYLE



GENDER

88% FEMALE

MONTHLY INTERACTIONS

13 MILLION

LOCATION

95% US & CANADA



About me

Hi, I'm Jeanette,

A creator, mom of two, and former longtime producer and on-air culinary talent at The Rachael Ray Show. With nearly 20 years developing recipes across national television and leading culinary brands, I've built a career around one core belief: *great food should feel achievable.*

Today, I create scroll-stopping content and strategic brand partnerships that drive real action from recipe development and food styling to event production and culinary media. My work has been featured across major platforms. As a contributor to Parade and EatingWell and a trusted voice in the New Jersey dining scene, I bring national media credibility and cross-platform reach to every collaboration.

Because the best flex is: *I made it myself.*

- Jeanette

 [@JeanetteMadeIt](https://www.instagram.com/JeanetteMadeIt)

 [@JeanetteMadeIt](https://www.tiktok.com/@JeanetteMadeIt)

 www.JeanetteDonnarumma.com

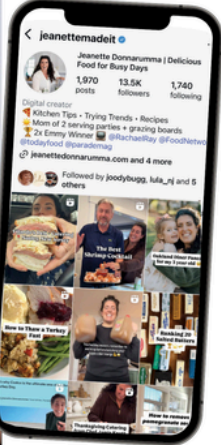
Influencer Profile



DINING UNDER THE INFLUENCE

with Jeanette Donnarumma @jeanettemadeit

From the prep kitchen at *The Rachael Ray Show* to her own thriving brand, Jeanette Donnarumma has made a career out of blending creativity and connection to serve up approachable recipes, entertaining tips, and local restaurant finds—all with her signature North Jersey flair.



A Wayne native who now calls Ridgewood home, Jeanette grew up surrounded by big family dinners, Italian-American comfort food, and the kind of neighborhood spots that make North Jersey feel like home. "I've basically built my whole career around the food, people, and culture of this area," she says. That foundation—and a lifelong love of storytelling—led her to study media and communications at Marymount Manhattan College before spending more than 15 years producing and appearing on *The Rachael Ray Show*. Those years behind the camera taught her everything about the rhythm of live TV, from recipe prep and styling to on-air connection. "It was the best crash course imaginable in how to make food both look and taste incredible on camera." Today, Jeanette channels that experience into her own brand, Jeanette Made It, and a growing local business built around catering, creative grazing boards, and event styling. Whether she's filming

"I've basically built my whole career around the food, people, and culture of this area."

a reel, hosting a workshop, or sharing a new favorite restaurant, she makes food feel attainable, joyful, and real.

"I can shoot at a local restaurant in the morning, scoop my kids up from school, and host a grazing board class that night," she says. "It's the perfect mix of community and creativity." Her work now extends to writing for *Parade.com*, *Allrecipes*, *EatingWell*, and *TODAY Food*, where she covers everything from product testing and food trends to the stories behind what we eat.

How did you begin your career in media?

Everything I know about food and food media I learned in the prep kitchen at *The Rachael Ray Show*. I started chopping, styling, and testing recipes behind the scenes, learning brand work, social media, and over time worked my way up through nearly every role, from PA to culinary production to on-air talent. It was the best crash course imaginable in storytelling, live TV, and how to make food both look and taste incredible on camera.

What makes a great restaurant?

Attention to detail—whether it's the vibe, the service, or the quality of the ingredients used.

What's important to you in a meal?

The people you share it with. I could be sitting in a fast-food joint with my favorite people in the world and it would still be the best meal I had all week. It's never just about what's on the plate—it's about the connection, the conversation, and the joy that comes with sharing food together.

What are some of your favorite spots?

FINE DINING
VERANA, Norwood

STEAKHOUSE
ROOTS, Ridgewood (best martinis in the world)

ITALIAN
NADIE'S TOUCH OF PASTA, North Haledon

LA TAVERNA • FROM SCRATCH, both Ridgewood

BAR
BROTHER'S, Ramsey

BAGELS
CARLOS' BAGEL SHOP, Hawthorne

PIZZA
VINNY'S PIZZARAMA, Wayne

FRANCESCA'S BRICK OVEN PIZZA, Glen Rock • Elmwood Park

DESSERT
ANELLO PEANUT BUTTER PIES, by Aissa Napolitano

Be sure to follow Jeanette at @jeanettemadeit for more creative inspiration, behind-the-scenes moments, and made-with-love projects.






National television credits include *Delicious Miss Brown*, *30 Minute Meals*, and *Week in a Day* on Food Network where I'm a two-time Emmy Award winner! ✨

My digital work spans *TODAY Food*, *Parade.com*, *EatingWell*, and *Allrecipes*, with industry presence at the Specialty Food Association's *Fancy Food Show* and regional features across *Dining Out NJ*, *NorthJersey.com*, and *The Bergen Record*.

My Partners



✉ jeanettedonnarumma@gmail.com

