

Ouachita Baptist University

Scholarly Commons @ Ouachita

Press Releases

Office of Communication

12-22-2021

From the "Ouachitonian": Julianna Parsons

Angela Webb

Ouachita Baptist University

Ouachita News Bureau

Ouachita Baptist University

Follow this and additional works at: https://scholarlycommons.obu.edu/press_releases



Part of the [Higher Education Commons](#), [Organizational Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

Webb, Angela and Ouachita News Bureau, "From the "Ouachitonian": Julianna Parsons" (2021). *Press Releases*. 1189.

https://scholarlycommons.obu.edu/press_releases/1189

This Article is brought to you for free and open access by the Office of Communication at Scholarly Commons @ Ouachita. It has been accepted for inclusion in Press Releases by an authorized administrator of Scholarly Commons @ Ouachita. For more information, please contact mortensona@obu.edu.

From the "Ouachitonian": Julianna Parsons



By Angela Webb

December 22, 2021

For more information, contact OBU's news bureau at newsbureau@obu.edu or (870) 245-5208.

ARKADELPHIA, Ark. – *Previously published in the 2021 Ouachitonian yearbook*

Julianna Parsons, a freshman business entrepreneurship major from Celina, Texas, is Madame Pastry. Parsons has baked recreationally and professionally in her time as a baker and has drawn her inspiration from the sweeter things life has to offer.

"I was inspired by my rather infamous sweet tooth and many Instagram videos that involved baking cakes," Parsons said.

Parsons baked her first cake in July 2016. She constantly experimented with her baking techniques and tried her hand at different types of cakes. "I eventually got really good at [baking], and after two years of baking as just a hobby, people started noticing my baking skills," Parsons said.

Several onlookers became interested in buying Parsons' cakes, so Parsons turned it into a small business. Parsons did not get overly serious about her business until 10 months after being recognized for her work. Parsons branded herself as Madame Pastry, and started a social media page for the business to push her marketing.

Parsons keeps all her documentations, bakes every cake sold and makes deliveries if necessary. Parsons received a lot of support from local businesses in her town square, and through that support she has been able to develop several connections in her hometown. Madame Pastry has produced a 90 percent profit margin in her short time.

Currently, Parsons runs the business at her home in Celina, which comes with a few limitations to what this young baker can do, but has been able to learn a lot about the business world. Many people she sells desserts to are other business owners including event planners, lawyers and restaurant owners, as well as a few political figures such as the resident of the Chamber of Commerce and the mayor of Celina.

Parsons feels very blessed that she has been able to own and operate her own baking business at such a young age. Parsons also enrolled in the Greatest Baker Competition, a competition promoted by Stuffed Puffs Marshmallows. To enter the contest, Parsons filled out a questionnaire about favorite things she likes to bake and why she likes baking. Every week, Parsons posted on her social media profile about her baking. The winner received \$10,000, a feature in "Bake from Scratch" magazine, and a year supply of Stuffed Puffs Marshmallows.

Parsons entered the contest for a chance to win the prize money so she can attain seed money to open an official store front after she moves back home upon graduating from Ouachita. The competition is international, and Parsons admits that she may not win, but it will be nice to get her name publicized and show people that she is serious about her business. Parsons hopes that she is an inspiration to girls her age or younger. Her advice is that you need to go out in the world and find out what you enjoy doing and once you find it, work hard at it and find a way to make a living off of it.

Parsons says, "If you love what you do, it's never going to feel like work."

Photo by Hannah Smith