

Victor Jivhed



CONTACT

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📍 Sorgenfri, Malmö, Sweden

EDUCATION

KOMVUX MALMÖ (2023)
Culinary education (adult education, fast track of three-year upper secondary equivalent)

UNIVERSITY OF ÖREBRO (2023)
Food & Beverage I, part-time course

UNIVERSITY OF BORÅS (2011 - 2014)
Business administration, specialisations
Event Management and Marketing

PRACTICALITIES

Fluency in Swedish and English.
Intermediate understanding of spoken Danish, easily understand most written.

Scandinavian citizenship/work permits and commutable distance to Copenhagen

Driver's license valid in Scandinavia for manual driving and light lorry vehicles.

Open for trial shifts on days off current workplace.

SKILLS & INTERESTS

Plant-based cooking & Drink pairings
Produce knowledge & Food safety
Cooking- and preservation methods
Food waste management
Time management & Communication

PROFILE

Ex-copywriter who put away the keyboard for the cutting board, leaving the advertising industry to make work align with my dedication to plant-based cuisine, servitude and expression through flavor. Been described as creative, persistent and team oriented, but rather show than tell what kind of person I am. Living on my own in Malmö, Sweden, cooking constantly either for work or for friends during my time off.

WORK EXPERIENCE

- **Cook** 2023 - PRESENT
Ivini/Västra Station, Dubbel Dubbel, FIR, Temperance
Roles include prep cook, kitchen porter, service cook, interim kitchen manager. Cuisine ranging from Nordic, French/German and Sichuanese of various levels of ambition – plant-based and otherwise. Skills and experiences include multiple styles and requirements of professional cooking, managing kitchen operations, recipe/menu development, supplier relations, documentation and admin duties, catering, logistics and more.
- **Stage/Internships** 2023
Manto Kitchen, Restaurant ARK
As part of culinary education I spent five weeks at Manto Kitchen in Malmö and eight weeks at Restaurant ARK in Copenhagen. Learned technique, time management, prep and service methodology, ordering, inventory and more.
- **Cook (freelance/guest)** 2019 - 2023
Multiple
Providing plant-based menus for company events, helping out in friends restaurants, and doing plant-based takeovers at restaurants and event spaces across Sweden. Done on the side of my regular job during my "office years".
- **Creative Director, Copywriter, Technical Lead** 2014 - 2022
Freelance, Getsocial/WAY, Compani 56
Roles within creative, technical, and managerial. Most experience in specialized digital marketing (PPC/SEM, Email, E-commerce), website conversion optimization, managing teams and advisory responsibilities.

REFERENCES

Further references from individual places can be provided upon request

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Dilan Chroscik

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Cover Letter

WHY I TRADED THE KEYBOARD FOR THE CUTTING BOARD

Before stepping into the kitchen professionally, I spent eight years in advertising — rising from junior digital marketer to team leader and technical advisor. My work centered around copywriting and managing the technical aspects of campaigns, but beyond the surface, it taught me how to manage people, time, and budgets under various restraints. It also instilled in me a sense of resourcefulness, attention to detail, and the ability to think creatively even when the ropes are tight.

This came in handy when I found my love for plant-based cooking and food as an experience back in 2018. What began as a passion project from lack of options in my small home town quickly grew into something more — ambition, joy, and curiosity that wouldn't let go. From 2019 to 2022, alongside my full-time job, I found myself cooking in every spare moment at increasing levels of ambition: pop-ups, tasting menus at farm retreats, restaurant takeovers, and competing in Plantable Cooking Contest back in 2019. Each experience taught me something different, and deepened my commitment to the craft.

Somewhere along the way, I realized that reducing behavior into spreadsheets isn't why I get out of bed. It's to be of service to actual people through hospitality, and doing so through means I believe in — where all the cooking I was doing gave me just that.

In 2023, I formalized the aforementioned commitment by leaving my office job to earn my culinary degree. I started working in kitchens two months before graduating and have since moved through a variety of culinary environments—different cuisines, different levels of pressure, different team dynamics—all in the name of becoming a more adaptable, skilled, and collaborative cook.

But now, after trying the ropes of different settings to cook professionally, I'd like somewhere to both grow and serve. Somewhere to dedicate this ambition and be a long-term asset, however that may be. Somewhere to cook for the long run and be of service to actual people through hospitality, and doing so through means I believe in.

Hopefully, that's for you. If so, I'd love to talk more about it.

Either by phone: +46 708 72 58 54
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All the best,