

## General CV



### David Lilljebjörn Hagedorn, 41, Malmö, Sweden

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*Skilled, talented and highly capable professional with extensive experience within hospitality and life quality industries. Available for employment or consultancy projects based on self-employment. Relocation available. **Read more:** <https://dlhf.se>*

#### **Brand management**

I can work with brand strategies based on brand identity documents, quality assurance routines, brand media folder management, creative leadership and advanced creativity.

#### **WordPress management, media production and copywriting**

I can manage or create webpages in WordPress and create campaign pages or similar works for your needs. I can create photos, films and advanced AI-generated content. On top of this I can write high-end texts suitable for the context and appropriate for the intended audience. I can create graphic design and advertisement design works on an Art Director level.

#### **Marketing management and marketing**

I can work with marketing strategies and marketing activities for you.

#### **Bar and event management**

I can create menus or signature creations for your bar, signage and other media. I can also instruct staff. I can create advanced event concepts and take them from vision to reality with your team.

#### **Store, reception or service**

I can work in a finer store, reception or with customer relationships.

#### **Social media and digital marketing**

I specialize in newsletter communication and social media management. I can create an ongoing campaign with perfect design, media and texts that are brand accurate and audience appropriate.

#### **Concept development**

I can create environmental concepts, product concepts, menu concepts, campaign concepts and similar.

#### **Management, administration, sales and B2B**

I can work with management, leadership, administration, policy work, strategies, plans and similar jobs. I can also manage clients and engage in B2B negotiations.

## Professional profile

- Excellent language and rhetoric in written and well developed in spoken
- Developed ethical thinking and policy thinking
- Experience from high-end industry and luxury brands
- Ambitious, driven, talented, creative and quality committed
- Leadership, communication and coaching proficiency
- Result oriented in a passionate way
- Social, charismatic, passionate and friendly
- Overall proficiency and high-quality delivery

## Selected mention

- Nikki Beach including ACE [www.nikkibeach.com](http://www.nikkibeach.com)
- EBS [www.armanddebrignac.com](http://www.armanddebrignac.com)
- Xenonkungen [www.barschool.net](http://www.barschool.net)
- Café Opera [www.xenonkungen.com](http://www.xenonkungen.com)
- Slagt [www.cafeopera.se](http://www.cafeopera.se)
- Stadt (Kalmar city hotel / Ligula) [www.slagthuset.se](http://www.slagthuset.se)
- Trädgår´n [www.ligula.se](http://www.ligula.se)
- The Entertainment District Malmborgen [www.tradgarn.se](http://www.tradgarn.se)
- [www.malmborgen.nu](http://www.malmborgen.nu)

## Background

I grew up in Dalarna and completed 2 years of vocational college studies.

Afterwards I travelled around and worked seasonally with bars, nightclubs, events, bar schools and similar.

From 2009 until today I have worked as a self-employed consultant within web design / WordPress, brand development / branding, marketing, event, online commerce, art direction, graphic design, copywriting and advertisement design.

Since 2015 I have also worked with sales, bar commerce, E-commerce and order handling. I have studied bar competence with Behind Bar Academy and I have one year of hands on experience combined with a lifetime of general experience with bars, restaurants, nightclub bars, hotels and hospitality industry.

Since 2024 I have been working with The Entertainment District Malmborgen which incorporates famous restaurants, an entertainment venue, an English pub and a summer environment with bar, lounge and restaurant. I have worked with a combination of brand, marketing, digital marketing, social media management, management and administration, media production / generative AI, advanced copywriting and newsletter campaigns. I have also created Webpages and complete brands from scratch, such as Malmborgen Real Estate. In the future I see myself growing as a professional and/or businessperson within hospitality, tourism, luxury, entertainment, fashion, beauty, spirits, wine, dine, bars and similar life quality industries within the private sector.

## Professional experiences and education

2000-2009 -Studies up to YH/vocational level and additional self-studies and corporate training based on this level of education

2006-present -The total certificate of my CV, portfolio and experience matches a high level of education as real competence. Industry specialization and corporate specialization.

2006-2017 -Various jobs within sales with excellent results

2009-present -Self-employment as a freelancing consultant with my own brands 2009-present

2018-2019 -Work as a bartender with various venues

2021-present -Work within advanced E-commerce and order handling

## Key experiences

- |                  |                                     |              |
|------------------|-------------------------------------|--------------|
| -Nikki Beach     | Graphic design & corporate training | 2013/2014    |
| -Frlansfinans.se | Self employed consultant            | 2009-present |
| -Interpool Malmö | Bartender                           | 2018-2019    |
| -3dprima.com     | E-commerce and order handling       | 2020-present |

Portrait

