

Victoria Walsh

Freelance food writer, food editor, recipe developer/tester and food stylist

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Summary

Victoria Walsh's favourite place is the kitchen, where she creates, discovers and experiments with all things food. Whether she's writing about great eats, inventing and testing new recipes, or unwinding with a glass of wine and a slice of cheese, Victoria gives her kitchen plenty of quality time - and her kitchen always gives back!

After Victoria received her certificate in Chef training from the acclaimed program at George Brown College, she honed her skills as a chef and a pastry chef in the kitchens across Toronto, including Sen5es.

Victoria earned her chops as a writer and recipe developer while working as associate food editor at Chatelaine and editing the Chatelaine Modern Classic cookbook. She is food editor for Grapevine and previously food editor for Today's Parent. She writes for a variety of Canadian publications including, Food & Drink, Toronto Life, Glow, winefox.ca, Besthealthmag.ca, Yahoo.ca and Foodnetwork.ca. She has food styled for Lucy Waverman and Steven and Chris. She's also appeared on Breakfast Television, CityLine, as a judge on Chef Worthy and created, developed, styled and starred in an extensive series of cooking videos called 'Cooking Class' for Chatelaine.com.

Experience

Food Editor at The County Grapevine Magazine

October 2010 - Present (2 years 5 months)

- Edit and proof all recipe content for both versions County Grapevine and Niagara Grapevine and the now incorporated magazine Grapevine
- Liaise with recipe writers
- Assist on food photography shoots and consult on photography shoot planning

Freelance writer, Recipe writer/developer/tester and Food Stylist at Victoria Walsh

June 2010 - Present (2 years 9 months)

- Brainstorm and develop food stories and content
- Develop, test and write recipes
- Photograph recipes for reference or online publication
- Write accompanying recipe text including Hed, Deks, Leds, tips and sidebars
- Write food blogs for winefox.ca and shine.yahoo.ca
- Food style recipes

Each of my clients requires some or all of the above-mentioned services. Clients: Food & Drink, Glow, Today's Parent, Toronto Life, Live Better, Lucy Waverman, Steven and Chris, Toronto Star's So Cheesy for

winefox.ca, shine.yahoo.com, Chatelaine.com, Today's Parent.com, foodnetwork.ca, EQ magazine, besthealth.ca

Personal chef & Cocktail-pairing menu pop-up restaurant host/chef at Victoria Walsh

January 2007 - Present (6 years 2 months)

Create, develop, cook for and host a pop-up restaurant with elaborate cocktail pairing menus.

Plan and prepare weekly dinner menus

Cater small dinner parties of 6 guests or less

Sen5es, Toronto

2003 - 2005

Apprenticeship as chef and pastry chef

Prepared and cooked for catering at the Sen5es commissary

Acted as chef for on-site events

Acted as sole chef for select catered events

Decorated cakes and prepared and baked pastries and desserts

So Cheesy Blogger at Winefox.ca

June 2011 - January 2013 (1 year 8 months)

Wrote an ode to cheese including photographing fromage for winefox's cheese blog.

Unfortunately winefox.ca shuttered it's online "doors" at the beginning of February. But references are available upon request.

Food stylist at Steven and Chris

August 2012 - October 2012 (3 months)

Prepared and styled elaborate food segments for this popular tv show.

Food editor at Today's Parent magazine

August 2010 - November 2011 (1 year 4 months)

Conceptualized new recipes, stories, line-ups and for the main story section Cooking with Kids

Developed, tested and wrote the Cooking with Kids recipes and accompanying text

Associate food editor at Chatelaine Magazine 2004 - 2010

February 2004 - August 2010 (6 years 7 months)

Promoted from test kitchen assistant to food specialist in 2006; then promoted again to the more senior position of associate food editor in early 2008; assumed the duties of Food editor (along with co-worker assistant editor Lyn Chua) in the Chatelaine Test Kitchen for 9 months in absentia of a Food Editor

Conceptualized new recipes, stories, line-ups and photography ideas for the Chatelaine food section

Developed, wrote, edited and proofed stories, including the main stories and special features

Worked on developing new sections and features for four re-launches of the magazine and food section

Developed and headed a step-by-step monthly section called "Cooking Class" which included extensive

testing of classic techniques to achieve a modern version of a tradition recipe, as well as a step-by-step video
Managed the recipe-testing schedule and grocery list
Trained new freelance staff to test, including monitoring and editing all of their tests of recipes
Contributed to and maintained filing and tracking systems to keep all information on various projects up-to-date, and to avoid overlap in stories and recipes
Organized food photo shoots, hired and instructed food stylists, and contributed ideas for art direction
Prepared, executed and appeared in video spots as the face of Chatelaine food on television shows, such as CityTV's City Line and in cooking videos on Chatelaine.com
Wrote and photographed images for a Chatelaine.com food blog, In the Kitchen with Victoria Walsh
Represented Chatelaine at industry events
Compiled and edited recipes and wrote text for special publications

Cookbook editor at Chatelaine Modern Classics

July 2008 - June 2010 (2 years)

Selected, compiled and edited all recipes for the Chatelaine Modern Classics cookbook
Selected all recipes for photography
Organized shoots for all photography of the cookbook
Liaised with photographer, food stylist and prop stylist to convey shots lists and creative ideas for each shoot
Worked with Wiley Publishing to discuss proofing and layouts
Consulted with Erika Oliviera (former art director for Gourmet magazine) on final cookbook layout concepts

Projects

Toronto Life Cooks Cookbook

2012 to Present

Members:Victoria Walsh

Skills & Expertise

Food Writing
Cooking
Culinary
Recipe Testing
Recipes
Food
Editing
Writing
Nutrition
Editorial
Television
Wordpress
Wine
Blogging