

# JENNY BORG LIN

FULL STACK  
DEVELOPMENT GRADUATE  
& DIGITAL MARKETING  
COORDINATOR



## WEBSITE/PORTFOLIO

<https://jennymalmoe.github.io/Portfolio/>

## GITHUB

<https://github.com/jennymalmoe>

## LINKEDIN

<https://www.linkedin.com/in/jenny-borglin-malmo/>

## CONTACT

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## PERSONAL PROFILE

Full Stack Software Development graduate at Code Institute, Ireland (University Credit-Rated Bootcamp) with 15 years of **copywriting in digital channels, digital communication, design, UX/UI, generating content, creating, managing and optimizing digital campaigns, marketing campaign analysis, Google Ads, programmatic and Social Media advertising, tv-commercial spots planning (TV4) and traffic** experience.

I have a passion for design, front end development and to create and convert design drafts in to well structured and reusable HTML/CSS code. I'm an experienced writer, with a comprehensive understanding of SEO element, CTA-copy and online marketing texts.

Check out some of my projects:

[BOHO Living](#)

[LazyVegan](#)

## SKILLS

Copy/Content	<div><div></div></div>
Design	<div><div></div></div>
UX/UI	<div><div></div></div>
HTML	<div><div></div></div>
CSS	<div><div></div></div>
SQL	<div><div></div></div>
JavaScript	<div><div></div></div>
Python	<div><div></div></div>
Bootstrap	<div><div></div></div>
Materialize CSS	<div><div></div></div>
Flask	<div><div></div></div>
Django	<div><div></div></div>
Version Control (Git)	<div><div></div></div>
AWS (Amazon Web Services)	<div><div></div></div>

## LANGUAGES

Swedish	English	Danish
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## **EDUCATION**

### ***Full Stack Software Developer, Code Institute, Dublin, Ireland***

*1 February 2021 - 31 December 2021*

University Credit-Rated Online Bootcamp.

- Coding Fundamentals (HTML, CSS)
- User-Centric Frontend Development (User Experience Design, Bootstrap etc.)
- Interactive Frontend Development (JavaScript, APIs, jQuery etc.)
- Data-Centric Development (Python, Flask, MySQL, Mongo etc.)
- Full-Stack Frameworks (Django, payment solutions)

### ***Service Manager for future tourism,***

### ***Field of specialization: Marketing, Yrkeshögskolan, Malmö***

*August 2004 - June 2006*

Leadership and Organization, Project development and Project management, Service management, Marketing, Business administration, Concept development, 12 weeks of internship etc.

### ***Political Science, Malmö University, Malmö***

*September 2001 — June 2002*

Political Science: Global Politics and Societal Change, one-year master's.

### ***International Migration and Ethnic Relations, Malmö University, Malmö***

*August 1998 — June 2000*

International Migration and Ethnic Relations, two-year master's programme.

### ***Danish, Komvux Kronborg, Malmö***

*January 2003 — December 2003*

Danish basic course step 1 and 2.

### ***Humanistic and social science, Spyken, Lund***

*August 1993 — June 1996*

Humanistic and social science (Humanistisk linje).

## **EMPLOYMENT HISTORY**

### ***Advertising Traffic Coordinator at ADONnews, Malmö***

*September 2012 — December 2020*

Leading and co-ordinating campaigns from initial stages through to delivery. Copy, graphic design, communication with the advertiser, analyzing campaigns (visitor data and user experience), inputting ideas on how to improve current practices where required. Identifying and developing a strong understanding of client's core objectives and challenges.

### ***Head of Google Ads Team at ScandiAds, Malmö***

*September 2010 — August 2012*

In charge of Google Ads sales team and result-oriented advertising and marketing campaigns designed to meet customer needs. Including budget management and copy.

### ***Copywriter at 3C-Ads A/S, Copenhagen***

*August 2006 — August 2010*

Ad copy Google Ads. Writing unique selling points, writing high-converting CTA ads etc.