

PAULINE HOLM

SKILLS

Frontend Development
React, Next.js, TypeScript, Js

Automations
CI/CD, GH Actions

AI Development
RAG, LLM, AI Dev tools

Cloud
Kubernetes, GitOps, JFrog

Backend Development
basics of C#, .NET

Agile
work in Agile frameworks, Jira, Azure DevOps

Cyber security
principles & compliance

UX/UI
Figma, design principles

& other
Contentful, Gatsby, Tailwind, Vercel, Netlify, DevOps, Vite, Cypress, Playwright

LANGUAGES

English *fluent*

Danish *fluent*

Polish *native*

German, Norwegian,
Swedish, Hebrew
elementary proficiency

SOFTWARE ENGINEER

Forward-thinking energetic tech professional with a passion for learning and growth. Dedicated to delivering seamless, efficient, and user-friendly digital experiences. that drive team success.

PROFESSIONAL EXPERIENCE

Software Engineer, TV2 Denmark

Sept 2024 - Dec 2025

- Full-stack development on TV2 AdTech platform
- Lead on-prem to Cloud migration
- Automated release workflow and streamlined dev-communication
- Involved and contributed to security and AI initiatives cross technology
- Agile methodology

Frontend Developer, DFDS

Jan 2023 - Aug 2024

- React & GraphQL for Contentful (DFDS.com)
- Next & Vercel dev on passenger sites and interfaces
- UX-research and product development
- Agile methodology

Student Assistant in Digital Marketing, Qufora

Oct 2021 - Jun 2022

- Managed and updated Qufora.com content (Wordpress)
- Implemented new language versions to support new markets
- Reorganized and maintained company's digital assets library
- Enhanced website's SEO

Student As. Digital Marketing, Simple Very Simple

Dec 2020 - Sept 2021

- Managed e-commerce channels (SquareSpace & DBA)
- Handled customer service operations, claims and logistics
- Supported digital advertising and promotional campaigns

EDUCATION

Master of IT, learning and organisational change, 2024 (DA)

Aalborg University CPH

EUD Web Development, 2022 (DA)

Roskilde Tekniske Skole

Bachelor, Innovation and Entrepreneurship, 2020 (ENG)

Business Academy Aarhus