

PAULINE HOLM

SKILLS

Frontend Development
React, Next.js, TypeScript, Js

Automations
CI/CD, GH Actions

AI Development
RAG, LLM, Cursor, Cloud

Cloud
Kubernetes, GitOps, JFrog

Backend Development
basics of C#, .NET

Agile
Agile methodology, 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, Jira, Azure DevOps

Frontend Developer, DFDS

Jan 2023 - Aug 2024

- React & GraphQL for Contentful (DFDS.com)
- Next & Vercel dev for passenger sites & corporate (monorepo)
- 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, 2022-2024 (DA)

Aalborg University CPH

EUD Web Development, 2020-2022 (DA)

Roskilde Tekniske Skole

Bachelor, Innovation and Entrepreneurship, 2016-2020 (ENG)

Business Academy Aarhus