

# PAULINE HOLM

## SKILLS

**Frontend Development**  
*React, Next.js, TypeScript, Js*

**Automations**  
*CI/CD, GH Actions*

**AI Development**  
*RAG, LLM, Cursor, Cloude*

**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