



Jesper Michael Borup

jesperborup@jesperborup.com | +45 20 44 05 79

Work experience

03/2016 – 09/2020	Co-Founder – Web Designer	Shaping Web
Related skills <ul style="list-style-type: none">• Insights into how to run a business, not only from a product development or engineering perspective, but also in the perspective of business development and stakeholder management• Experience with viewing a project or problem from the viewpoint of both a programmer, graphic designer, and as a business owner• Experience with cooperating with other agencies, both as a Product Owner and as a part of the Dev Team• Project management and complying with tight deadlines• Managing large projects by myself• Self-learning. Most of my coding related skills are self-taught, as programming languages and frameworks evolves quickly; you always have to stay up-to-date• Creation of PowerPoints – both for clients and internal teams• Experience with Excel in relation to presenting Google Ad statistics, SEO reports, Marketing, Ecommerce, to the relevant stakeholders• Data Analysis in relation to optimizing Google Ads and relate gathered data to relevant business KPIs• Experience with CRM and ERP systems• Experience with business financials and accounting• Small-scale cybersecurity in relation to Ecommerce• Experience with JavaScript, Python, R, PHP, MySQL, HTML/CSS• Experience with complying with the General Data Protection Regulation (GDPR)• Working with both local Danish clients, as well as international clients<ul style="list-style-type: none">◦ A list of client references can be found here: https://jesperborup.com/references		
03/2016 – 09/2016	Founder – Web Designer	InWeave Webdesign
Related skills <ul style="list-style-type: none">• Experience with startups and entrepreneurship• Business networking to form relations with both new clients and possible business partners• Experience with IT-consulting with focus on digitalization of small businesses• Managing a growing business• Working closely with clients• Creating client specific guides, both written and video• Merging of small businesses. Shaping Web is a merger of E.S. Webdesign and InWeave Webdesign• Server Management in relation to websites, e-mails, and Microsoft Exchange		
06/2013 – 03/2016	Marketing Consultant	Computer-Hjælp ApS
Related skills <ul style="list-style-type: none">• Digital Marketing• Creating weekly Excel reports• Creating PowerPoints for presentations during weekly client meetings• User Experience Research. Testing product concepts and MVP's		
08/2012 – 03/2014	Technical Supporter	Lægehuset Herfølge
Related skills <ul style="list-style-type: none">• On-site tech support• Administration of software systems and infrastructure, such as EMAR (Clinea), Medarbejder NemID, and Fælles Medicinkort (FMK)		
07/2012 – 08/2012	Technical Assistant (Water & Sanitation)	Borup Kloakteknik
Related skills <ul style="list-style-type: none">• Reading and interpreting architectural blueprints• Risk Assessment and Management		

Education

08/2019 – 06/2021	Master of Science (MSc.) – Digital Innovation and Management	IT-University of Copenhagen (ITU)
<p>Master Specialization - Big Data and Critical Big Data Management</p> <ul style="list-style-type: none"> • Making sense of and analyzing large datasets • Interpreting big data in a business context • Understand and complying with legal requirements and documentation, such as GDPR • Data mining, storage, and cleaning of big data • Technical experience with Excel, Python, R, and Gephi • Experience with machine learning and predictive modeling <p>Elective – Enterprise Architecture</p> <ul style="list-style-type: none"> • Managing Enterprise Architecture of large organizations as well as SMV's • Experience with several Enterprise Architecture frameworks, such as Scaled Agile Framework (SAFe), TOGAF, and the Zachman Framework • Digitalization and IT Transformation in relation to large organizations • Optimization and streamlining of work processes • Strategy in relation to corporate mergers and acquisitions • Experience with Agile and Lean methods and frameworks, such as Six Sigma and LeSS • Experience with organizational change and Change Management • Experience with design and development of <i>Actee Change Management Leadership</i> online workshops <p>Noteworthy mentions</p> <ul style="list-style-type: none"> • My exam paper for the course <i>Navigating Complexity</i>, received a recommendation from the course supervisor and was selected for the <i>Excellent Student Papers</i> database of the <i>Danish Association for Science and Technology Studies</i> (DATS). The paper is now used as an example for new Master students, demonstrating how to write a good exam paper. <ul style="list-style-type: none"> ○ The paper can be found here, on DATS official site: https://www.dasts.dk/?page_id=4446, titled <i>Understanding the complexities in the implementation of Agricultural Technologies</i> 		
2015 – 2017	Professional Bachelor – Digital Concept Development	Zealand Institute of Business and Technology
<p>Related skills</p> <ul style="list-style-type: none"> • Business Development • User Experience Research • Web Design and development • Development of MVP's and related testing • Ecommerce • IT-Management • Service Design 		
2013 - 2015	Academic Profession – Multimedia Design and Communication	Zealand Institute of Business and Technology
<p>Related skills</p> <ul style="list-style-type: none"> • Digital Marketing • Internal and external digital communication • UI/UX Design 		
2013 - 2015	High School - HTX	EUC Sjælland
<p>Specialization</p> <ul style="list-style-type: none"> • Communication and Information Technology 		

Language skills

- Danish (native)
- English (academic level)