



KASPER SKOV JENSEN

DIGITAL JOURNALIST

CONTACT

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🌐 www.kasperskovjensen.dk

EDUCATION



2010-2014
DANISH SCHOOL OF
MEDIA- AND JOURNALISM

Bachelor of journalism



2013-2013
ROSKILDE UNIVERSITY

Visiting student:

- Dialogical processes in organizations
- Digital media
- Theories and methods of communication

SPECIAL SKILLS

- News reporting
- Social media
- Interactive journalism
- Use of user generated content

ABOUT ME

I have specialized in communications on digital platforms. This includes the web, mobile, social media, newsletters, etc. I have a solid technical understanding, that I constantly use to develop and optimize the benefits of digital platforms. This could be by closely studying algorithms and tools, which interacts with the users and engages them

WORK EXPERIENCE



2017-
MICROSOFT

Content editor

- Manage the news flow from a wide range of Danish and international media partners based on real-time data on user behavior
- Constantly optimizing the selection of stories, headlines, images, and placements to maximize clicks and pageviews.



2016-2017
SOME HAWK

Founder

- Launched a new tool to monitor social media



2014-2016
ALLER MEDIA

- Daily news production focusing on social media and new digital tools
- The number of 'likes' on Facebook increased by about 70,000
- Launched and managed SH on Snapchat - in a matter of months, the profile got about 2,000 friends
- Launched SE and HØR's Google+ profile as an important SEO element
- Worked as a link between developers and editors in the transition from Sitecore to Drupal



Aller



Microsoft



LANGUAGES



Native



Fluent - verbally and written



Good understanding- verbally and written



Good understanding- verbally and written

COURSES



- Google Analytics for Beginners

Google Analytics - Advanced Google Analytics

- How Journalists Can Best Utilize Facebook and Instagram

- Connect and Engage With Your Audience Using Facebook Live

- Engaging Storytelling with Instant Articles

- Immersive Storytelling With Facebook 360

facebook
blueprint

2012-2013 ALLER MEDIA

Journalist trainee

- Wrote articles about women, lifestyle and health to Alive.dk, Aller brands and bt.dk

2011-2012 TV 2

Journalist trainee, TV2.dk

- Wrote articles about news, sport, tv, entertainment and gadgets

2009-2010 INFOPAQ

Writer

- Wrote news summaries and evaluated press clippings for relevance

VOLUNTEERING

2016- SPASTIKERFORENINGEN

Speaker

- Can be booked for lectures, workshops, etc. on how it is being born with cerebral palsy

2013-2017 D'BOLD

Advisor

- Helped a group of young people to become better writers

2005-2011 FOTBALLMAGASINET

Writer

- Wrote about the best Danish soccer league from a Norwegian perspective



See my full CV at: [Linkedin.com/in/kaspersjensen](https://www.linkedin.com/in/kaspersjensen)