

# Jeppe Mølgaard



Content Journalist, SoMe Manager, Video Producer and Web Developer in the tech field with experience from startups and international organisations like KPMG and DTU. I believe all external communication should be grounded in a company's values and mission statement. See my portfolio: [jeppemolgaard.dk](http://jeppemolgaard.dk)

## EXPERIENCE

### **KPMG — SoMe and Content Journalist**

March 2020 - September 2020 | Extended paternity cover

- SoMe Manager responsible for LinkedIn, Twitter and Facebook
- Content creation: Articles, copywriting, video and graphics [🔗](#)
- Roll out of new employee advocacy tool for social media (SMARP)
- Strengthening C-level employees' personal brand on LinkedIn [🔗](#)
- Executing campaigns in collaboration with multiple stakeholders [🔗](#)
- Using data analysis and A/B tests to reach KPI's
- Public relations and proactive press work [🔗](#)

### **Templafy — Website Builder**

January 2020 - June 2020 | Contract

Project employment with responsibility for updating and rebuilding Templafy's website in WordPress 5.3. [🔗](#)

### **Nordic Blockchain Association — Journalist and PR Manager**

September 2018 - August 2020

- Wrote the story of the first public blockchain project in Denmark [🔗](#)
- Promoted above story to one of the biggest Danish tech medias [🔗](#)
- PR-manager responsible for external communication of pilot projects
- Broke story on the upgrade of one of the world's biggest stablecoins [🔗](#)
- Wrote about how IBM uses blockchain to monitor supply chains [🔗](#)
- PR for Nordic Blockchain Conference 2018

### **Technical University of Denmark, DTU — Journalist**

August 2017 - January 2019

- Only intern to ever receive an extended internship of 1 1/2 years
- 50+ stories for web and 10+ stories for DYNAMO (science magazine) [🔗](#)
- Produced 10+ videos for web and SoMe [🔗](#)

## Contact info

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Portfolio: [jeppemolgaard.dk](http://jeppemolgaard.dk)

LinkedIn: [LinkedIn profile](#)

## LANGUAGES

Danish - native

English - bilingual proficiency

## SKILLS

Journalism

Video production

Social media management

WordPress (very proficient)

Data driven marketing

Tech communication

Public Relations

Copywriting

## Achievements / Awards

Bachelor project nominated for DR's publicist award

Winner of the Bunker award 2017 for best story of the year

Walked Camino de Santiago

- SoMe management | Facebook | Instagram | LinkedIn | Twitter
- Only intern to plan and execute a theme for the magazine DYNAMO [🔗](#)
- Produced video for High Tech Summit featuring the Prime Minister [🔗](#)
- Planned and executed communication strategies on SoMe for big events

### **Jeppe Mølgaard Productions — *Freelance Journalist***

August 2017 - Present

- Journalism for Soaked by SLUSH [🔗](#)
- Journalism for Science Report [🔗](#)
- Speaker Journalisternes Fagfestival 2018 | Blockchain and the media [🔗](#)
- Social Media Manager for DTU at Roskilde Festival 2018 and 2019
- Video productions for multiple clients
- Inbound marketing articles for RPA-company

### **Silkeborg Fadøl — *Head of Communication***

2016 - Present | Beer company started with my brothers

- Created a follower base from 0 to 1100+ on Facebook [🔗](#)
- Targeted paid posts on Facebook
- Creation and SEO of website which is now the no. 1 result on Google compared to competing beer companies in the area [🔗](#)

### **Randers Amtsavis — *Web Assistant***

August 2016 - January 2017

- Published articles online and promoted them on social media

### **Buskelundskolen and Resenbro Skole — *Substitute Teacher***

August 2016 - January 2017

- Only substitute teacher at the two schools teaching from 4th - 9th grade

## **EDUCATION**

### **IT University — *MSc Student, Software Design (current)***

September 2020 - present

MSc student in Software Design with the intent of becoming a better journalist in the field of computer science and information technology.

### **Danish School of Media and Journalism — *Journalist***

February 2016 - February 2020

Specialised in corporate communications | Bachelor project on access to research articles in Denmark nominated for DR's publicist award

## Silkeborg Gymnasium, STX— International study line

August 2010 - June 2013

### Recommendations

#### **Henrik R. Mulvad — CEO, KPMG Denmark**

*It has been a pleasure working with Jeppe. He is a smiling, outgoing and hard working person with a talent for writing texts in many different formats.*

*As a social media manager, Jeppe has helped me and many of our employees improve their reach on LinkedIn using a journalistic and storytelling mindset.*

*Adjusting his communication to a B2B company comes naturally to him, and furthermore, he has proven to be a structured and creative video producer. I give Jeppe my warmest recommendation. [🔗](#)*

#### **Henrik Larsen — Editor and Team Lead, Technical University of Denmark, DTU**

*“Jeppe har skrevet nyheder og baggrundsartikler til både DTU’s trykte og digitale medier om bl.a. forskning, studieliv og teknologi. Artikler, hvor han har omsat kompliceret teknisk videnskab til et forståeligt sprog til forskellige målgrupper.*

*Blandt de større opgaver har Jeppe skrevet og planlagt et tema om cybersikkerhed til DTU’s magasin, Dynamo. En opgave, der kræver, at man både kan overskue en stor mængde informationer og aflevere flere artikler på samme tid. (...)*

*På DTU’s sociale medier har Jeppe bidraget til at løfte indholdet på Facebook. Han har deltaget aktivt i planlægning af koncepter og workflow, ligesom han har været med til at planlægge og eksekvere kommunikationsplaner for universitetets større begivenheder som High Tech Summit, Årsfest og Roskilde Festival på tværs af DTU’s kommunikationskanaler. Han har desuden, med succes, produceret indhold til DTU’s Instagram og LinkedIn-profiler.*

*Jeppe byder ofte ind med idéer og er aldrig bleg for at række hånden op, når en historie skal skrives. Han har med lige stor entusiasme interviewet DTU-studerende og statsminister Lars Løkke Rasmussen. (...)*

*Jeg kan derfor give Jeppe min bedste anbefaling med på vejen”. [🔗](#)*

### Letters of recommendations

**Henrik R. Mulvad:** CEO, KPMG Denmark [🔗](#)

**Henrik Larsen:** Editor and Team Lead, DTU Communication [🔗](#)

**Fakri Koleilat:** Journalist, Randers Amtsavis [🔗](#)

**Tove Brøbech:** Department Lead, Buskelundskolen [🔗](#)

## References

Lotte Krull: Journalist, internship counselor, DTU Communication - [lkru@dtu.dk](mailto:lkru@dtu.dk)

Tore Vind Jensen: Journalist, former colleague, DTU Communication - [tovi@dtu.dk](mailto:tovi@dtu.dk)

Daniel Larsen: Organisational Change Manager, KPMG - [mail@danielferdinand.dk](mailto:mail@danielferdinand.dk)

Nadejda Nicorixi: Digital Project Manager, Templafy - [nn@templafy.com](mailto:nn@templafy.com)

Nicklas Peyk: CEO, Nordic Blockchain Association - [nicklas@nordicblockchain.com](mailto:nicklas@nordicblockchain.com)

## A bit about me personally

- I live with my australian wife in the heart of Copenhagen
- I have walked the Camino de Santiago twice | 875 km. + 330 km.
- I learned how to surf at Hawaii and now do it as a hobby
- I swim in the ocean all year around