

SENIOR SOFTWARE DEVELOPER | SYSTEMS · INTEGRATIONS · AUTOMATION · AI

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PROFILE

I have been developing software for more than 15 years, and I am happiest when I build systems that save people manual work every day. I enjoy starting from scratch just as much as improving something that already exists.

Colleagues know me as conscientious and upbeat, and I see my work through from the first conversation with the business until the solution is running in production. Before I choose a solution, I make sure I understand the need, and I keep things as simple as possible. I use AI every day, both in my own development work and in the solutions I build.

Outside of work I play table tennis. I wanted a better overview of matches and results in the team league, so I built HoldTurnering. My spare-time projects are also where I try out new technology.

I am now looking for a permanent position where I can stay for many years. I am at my best when I work close to the code with good colleagues around me, ideally in a team where there is time to do things properly.

EXPERIENCE

Lead Developer

Jun 2022 - Sep 2026

GoLearn.dk · Ballerup

Technically responsible for internal systems and operations on a digital learning platform with tens of thousands of users. The role was eliminated in 2026 when the Danish office was closed following the acquisition.

- Built the finance and invoicing layer connecting Maxio (subscriptions) and e-conomic (invoicing). After go-live, manual work in the finance function went from a full-time role to roughly one day a week.
- Technically responsible for the migration to Eduhouse LMS following the acquisition in 2023, with close to zero downtime through gradual rollout and parallel operation. Designed the data mapping and custom migration scripts so data from two systems was merged without loss.
- Coordinated across the two teams and kept day-to-day operations running throughout the transition.
- Extended the platform's learning analytics system for end customers with automatic user provisioning and churn prediction.
- Built internal services and APIs, including a toolbox for instructors, courses and statistics with automatic commission calculation. Responsible for server operations, CI/CD and automated testing.

Full Stack Developer

May 2021 - Jun 2022

GoLearn.dk · Ballerup

Backend and frontend development on GoLearn's digital learning platform, including API integrations and technical analysis tools.

Freelance Developer

Apr 2021 - Present

Kodesmeden · Side business · Odense

Custom development, integrations and server setup for clients ranging from entrepreneurs to IT suppliers and consultancies.

- Integrations with accounting systems, CRM and PIM.
- Built my own operations platform that provisions servers automatically via the Hetzner API and combines monitoring, backups and bookkeeping integration between Stripe and Dinero.

WordPress Developer

Feb 2021 - Apr 2021

Peytz & Co

Short engagement doing custom development and maintenance of WordPress solutions for the agency's clients.

Lead Developer

Jun 2018 - Jan 2021

Waimea Digital · Hellerup

Promoted to technical lead with responsibility for code quality and technical direction in the development team.

- Mentored 3-5 junior developers through pair programming and on-the-job training, helping them progress from junior towards independence.
- Introduced shared code quality standards in the team.
- Responsible for the architecture and development of client solutions in PHP and WordPress with API integrations.

PHP Developer

Dec 2016 - Jun 2018

Waimea Digital · Hellerup

Backend development of tailor-made PHP and WordPress solutions for business customers.

Full Stack Developer

Jun 2013 - Sep 2016

OnlinePlus

Development of websites, intranet systems and integrations with accounting systems for business customers.

Freelance Web Developer

Jan 2010 - May 2013

Various clients · Freelance

WordPress websites and smaller web solutions for local businesses.

SKILLS

Backend & systems development	Laravel · PHP · REST API design · MySQL & PostgreSQL · Redis · Data modelling · Node & TypeScript · Horizon & Reverb
Frontend	Blade · Alpine.js · Tailwind CSS · Livewire & Filament
Architecture & collaboration	System architecture · System migration · Mentoring & code standards · GDPR & data governance
Integrations & automation	Accounting systems (e-conomic, Dinero) · CRM & PIM · OAuth2 / OIDC · Event-driven queues & webhooks
AI & LLM	OpenAI & Anthropic API · MCP & AI agents · RAG & embeddings · AI-assisted development · Claude Code & Codex
Operations, testing & security	Linux & Nginx · Docker · CI/CD & GitHub Actions · Pest, PHPUnit & Playwright · PHPStan & Rector · Security & hardening · Monitoring & backup · Cloudflare
Web & performance	WordPress & WooCommerce · Technical SEO & Core Web Vitals

EDUCATION

Web Integrator

Jan 2011 - Sep 2012

Syddansk Erhvervsskole · Web development

Achieved the top grade of 12 throughout the programme, from the foundation and main programmes to the final journeyman's project.

PROJECTS

CustomerFlow `customerflow.dk`

Co-founder and responsible for the technology, part-time since December 2025. AI-driven SaaS for sales teams that analyses calls and emails via DISC profiling and suggests tailored responses. Built-in softphone (WebRTC) with recording and transcription, a real-time dashboard, an LLM analysis pipeline and a versioned API with OAuth. Backed by 1,500+ automated tests, built to comply with GDPR, hosted in the EU and in production with the first customers.

Laravel · Filament · AI / LLM · Telnyx WebRTC · Reverb · Stripe

Signocore `signocore.com`

Platform for WordPress plugins and developer tools with a focus on performance, technical SEO and automation. Signocore SEO combines schema markup, IndexNow integration and AI-based content analysis in a single plugin.

WordPress · PHP · AI · SEO

Tumbleberg `tumbleberg.com/`

Free arcade game for iPhone and iPad where you steer a growing snowball down an endless, procedurally generated hill with one finger. Built in Swift with SwiftUI and SpriteKit, developed AI-assisted with Claude Code and backed by 800+ automated tests. Live on the App Store.

Swift · SwiftUI · SpriteKit · StoreKit 2 · Game Center · Claude Code

DNSinfo `dnsinfo.dk`

Free Danish toolbox for DNS, email and domains that has been online for more than 10 years. Brings together 12+ tools (DNS lookup, Whois, SPF, DMARC, blacklist, BIMI and SSL/TLS) as well as DNSinfo Monitor, which checks domains hourly against 17 checks and 41 blacklists.

Laravel · DNS · API · Monitoring

HoldTurnering holdturnering.dk

Free platform for Danish table tennis clubs that brings matches, standings and statistics together in one place with automatic synchronisation. Covers 330+ clubs with 1,500+ teams and 4,700+ players and sends match reminders by email and SMS.

Laravel · MySQL · API integration · SMS & email

CERTIFICATIONS

Cyber Awareness Certification (NIS2)
GoLearn.dk · Apr 2026

Working with GDPR in Everyday Practice
GoLearn.dk · Jun 2021

Web Technician
Syddansk Erhvervsskole Odense · Nov 2012

Responsible AI Certification
GoLearn.dk · Nov 2025

Nginx Fundamentals
Udemy · Mar 2019 · ID UC-DOBLVT4G

LANGUAGES

Danish Native

English Fluent

REFERENCES

Rasmus Winkel · COO, GoLearn

Martin Birch Laursen · Managing Director, GoLearn