

CV - ASGER KENNEDY

I am a tech-savvy guy who is passionate about forming meaningful interactions between people and emerging tech. My approach builds on applied game theory and on 4½ years of professional experience from working at an in-house agency, respectively.



In my former position as digital marketing specialist, I have been managing projects in collaboration with clients, also acting as their hands-on, go-to technical consultant.

I am used to quickly learning new IT platforms, having facilitated training sessions (live and recorded) for the agency's Vietnamese production team.

SKILLS

Digital communication

Strategic design thinking

Client relations

Human-computer interaction

Gamification

Usability

Tech-savvy

IT-COMPETENCES

360 video	○ ○ ○	BASIC
Adobe Creative Cloud	● ● ○	USER
CMS, front-end	● ● ●	EXPERIENCED
Programming	○ ○ ○	BASIC
Unity / XR	○ ○ ○	BASIC
Windows / MacOS	● ● ●	EXPERIENCED

ABOUT ME

I grew up on a small farm near Aarhus. Now I am 32, living in Hinnerup with my wife and cat. I enjoy board games, facilitating VR for friends and colleagues, and [customising rhythm games](#) - however nerdy that sounds.

Since childhood I have been playing classical guitar as a hobby.

WORK EXPERIENCE

- 2017 – 2021 **ZUPA BrandBox – Digital marketing specialist**
- Project management and digital implementation at GRUNDFOS
- 2016 – 2017 **GRUNDFOS – Digital marketing specialist**
- Project coordination
 - Video- and image editing in Adobe CC
 - Adobe Experience Manager CMS, Front-end
- 2009 – 2016 **Scandinavian Instruments ApS – Webmaster and graphic designer**
- Designing PR in Adobe Suite for web and print
 - Website development in Joomla CMS incl. SEO
- 2014 **Nibe Festival – Internship**
- Improving UX with Google Business View (Streetview)
- 2009 **SUMOpix.com – Internship**
- Web UI design

EDUCATION

- 2013 – 2015 **Cand.IT Interactive Digital Media – Aalborg University**
- 2010 – 2013 **BSc Medialogy – Aalborg University**
- 2008 – 2010 **Multimedia design – AARHUS TECH**

SIDELINE & VOLUNTEERING

- 2019 – Now **BedsteService – Digital specialist**
- 2012 **Students' Business Relations (DSE) – Co-editor**
- 2009 – 2013 **Forening Anime Kita – Co-organiser**
- Organising rhythm game events for audiences
 - Hacking Nintendo controllers and dance mats

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