

JØRN OTTO HANSEN

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EXPERIENCE

Founder & Fullstack Web Developer

2025 - 2026

Peep AS

Oslo/Tromsø

- Co-founded and developed **pip.travel**, a platform for activity distribution in the tourism industry, utilizing **Angular, TypeScript, FastAPI, Express, Redis, and PostgreSQL** for a robust and scalable solution.
- Implemented **Stripe Payment and Stripe Connect** for payments and payouts, along with **AWS EC2/SES** for cloud infrastructure.
- Achieved **201 sales and 517k in operating revenue** within the first four months of launch without media buying.
- Drafted shareholder agreements, IP transfers, and retainer agreements to strengthen the company's legal framework and partnerships.
- Utilized **AI tools** to accelerate integrations and the development process, contributing to a rapid launch.

Fullstack Web Developer & Chairman of the Board

2023 - 2025

Gecko Capital AS

Oslo/Misvær

- Founded and developed **gammaskins.no**, a Norwegian marketplace for CS2 skins, using **Angular, Node.js/Express, PostgreSQL, and AWS EC2**.
- Implemented **PostHog** for analytics, **Strapi** for CMS, and **Stripe** for payments; made technical decisions for cost-effective operations.
- Managed accounting, budgeting, and board work, reaching **239 registered users** and approximately 50 transactions with a 5-10% margin, primarily via word-of-mouth.

Senior Media Buyer & Developer (Consultant)

2021 - 2024

IC Scandinavia AS

Oslo

- Led and optimized ad strategies on **Facebook, Google, TikTok, Snapchat, and Klaviyo** for eleniandchris.no, focusing on maximizing efficiency and results.
- Managed monthly budgets of **60,000 - 200,000 NOK**, including strategy development, A/B testing, reporting, and scaling.
- Solved technical challenges in **Shopify Plus** through code adjustments, integrations, performance optimization, and tracking setups to support marketing campaigns.
- Implemented **server-side Google Tag Manager** with GDPR-compliant cookie popups to ensure data protection and improve tracking.
- Achieved an average **ROAS of 6.66 and an ROI of 556%**, documented in a 2022 annual report I prepared.

Freelancer in E-Commerce and Digital Marketing

2018 - 2024

Nordic Production Hansen (Sole Proprietorship)

Misvær/Bodø/Digitalt

- Worked with over **54 clients**, ranging from individuals to various-sized businesses, focusing on prioritization and leading teams of up to 8 people.
- Developed and implemented **Shopify Plus** and **.liquid scripts** for data collection for Google Tag Manager.
- Analyzed data using **Excel and Tableau** for projects including Vestvatn Alpinanlegg and Bodø Municipality.
- Optimized advertising budgets using **Facebook Ads, Google Ads, and Facebook Pixel/API** to increase ROAS.

EDUCATION

BI Norwegian Business School, Oslo

2021 - 2025

BSc in Data Science for Business

Relevant Coursework: Foundations of Data Science, Machine Learning & Forecasting, Programming Data Extraction & Visualization, Statistics with Programming, Databases, Mathematics for Data Science, Decision Modeling Using Spreadsheets, Financial Technology, Intro to Quantitative Finance, AI & Data Ethics.

BI Norges handelshøyskole, Oslo

2020 - 2021

Digital kommunikasjon og markedsføring

Completed 2 semesters before transferring to BSc in Data Science for Business. Class Representative for Digital Communication and Marketing (2020-2021).

Bodin Upper Secondary School, Bodø

Research Program (Forskerlinjen) | General University Admissions Certification with Science Specialization.

SKILLS & AWARDS

Technical Skills: Meta Ads (Facebook/Instagram) m/ Pixel & Conversions API, Google Ads, TikTok, Snapchat, Klaviyo, Google Tag Manager (klient- og server-side), Tableau, Excel (pivoter, Power Query), Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Cinema 4D, Blender, TypeScript, Angular 16-20, Next.js, Astro, Node.js (Express), Python (Flask/Django), Socket.io, Shopify Plus, WordPress, Magento 2.4.x, WooCommerce, Squarespace, Wix, PostgreSQL, MySQL, SQLite, Git/GitHub Actions, Docker, Nginx/Nginx Proxy Manager, AWS (EC2, Lambda, Amplify, S3, Lightsail, ELB, SNS), N8N, Openrouter, OpenwebUI, statsmodels.org, sklearn

Languages: Norsk (morsmål), Engelsk (flytende)