

MICKIE C. STORM

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TECHNICAL CREATIVE DIRECTOR

CONTACT

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EDUCATION

PRIMARY / JUNIOR HIGH SCHOOL

Skt. Annæ Skole

1996 > 2006 CPH, DENMARK

LANGUAGES

DANISH

Fluent – Spoken and written

ENGLISH

Fluent – Spoken and written (UK and US)

SPANISH

Basic – Spoken and written

NORWEGIAN

Basic – Basic understanding spoken and written

SWEDISH

Basic – Basic understanding spoken and written

PROFILE

Technical Creative Director with 15+ years of global hands-on experience. Skilled in relationship-building, digital concepts, visual design, development and technical solutions. Deeply in love with my work and passionate about all things technology. Always eager to build and develop things that excite and impress. Helped numerous companies of all sizes succeed in a digital world – always with robust ROIs. Easily excitable and thrive on motivating and working with people of all ages and backgrounds.

EXPERIENCE

telzio — Telecom
Head of Creative
2020 > 2022 LOS ANGELES, UNITED STATES

Telzio provides modern internet-based phone systems for SMEs and enterprises. I joined Telzio to revamp the brand, launch a new online profile, design a new mobile app, and build a creative department.

Zenti.ai — Market Research
Founder & Partner
2020 > PRESENT LOS ANGELES, UNITED STATES

Contrary to conventional user surveys, where a small group of potential consumers is surveyed through questionnaires, Zenti.ai derives its conclusions from analyzing subject behavior and interaction. Utilizing our patent-pending research method and technology, potential buyers are exposed to products and their interactional behavior is translated into simple, digestible reports of product viability.

MIKAEL B. — Artist & Designer
Online & Media Director, Partner
2018 > 2020 LOS ANGELES, UNITED STATES

Mikael B. is a Danish visual artist based in Los Angeles. My work consisted of managing his online and commercial business, documenting his work through photography and video, producing sculpture, merchandise, and commercial products.

SCÖTCHBEHR — Advertisement Agency
Founder & Partner
2016 > 2020 LONDON, UNITED KINGDOM AND LOS ANGELES, UNITED STATES

Delivering and managing primarily ads for industry leaders in the casino and gambling space (Paddy Power, LeoVegas, Betfair, and more). Through a proprietary video authoring flow, social media ads were generated automatically via rendering farms and updated in real-time based on performance data from ad networks.

TECHNICAL CREATIVE DIRECTOR

HOBBIES & INTERESTS

PIANO, GUITAR, DRUMS & MUSIC PRODUCTION

Professional level – Awarded for work

ELECTRONICS

Intermediate level – Tinkering with electronics.
Primarily IoT-based projects.

PSYCHOLOGY

Intermediate level – Psychotherapy,
cognitive-behavioral, therapy, behaviorism, hypnosis,
NLP, body language, deception detection.

COOKING

Intermediate level – Cooking is not that different from
marketing - make it pretty and people will eat anything.
That's probably why it's also a hobby of mine.

EXPERIENCE



GAMETECH UK — Online Casino and Gambling
Creative Director & Partner
2015 > 2017 LONDON, UNITED KINGDOM

Gametech specializes in building unique native mobile gambling solutions. Gametech is registered and fully regulated in the United Kingdom, which meant strictly complying with the UK Gambling Commission's Codes of Practice in all communication channels and marketing. I managed the Creative Department delivering new games (Concepts, mechanics, UI/UX) and online/offline marketing material.



MILLARD EQUITY, S.A. — Financial Services
Head of Marketing
2013 > 2015 CPH, DENMARK

A wealth management firm specializing in "copy-trading". High-performing investors trade their portfolios while replicating all positions onto followers' accounts in real-time. Being regulated under the Comisión Nacional del Mercado de Valores (Spanish Financial Conduct Authorities) meant adhering to a strictly regulated market in all communication and marketing campaigns.



STRATICATOR — Trading Platform (CFDs)
Head of Marketing
2007 > 2010 CPH, DENMARK

Straticator is a powerful web-based multi-asset trading platform founded by Danish tech entrepreneur Erik Damgaard. The platform features advanced algorithmic trading, copy-trading, allocation management, back office management, and advanced charting for technical analysis. I managed the marketing department and UI/UX design, including trading platform and mobile app for iOS, Android, and Windows Phone.



SEVA SPAIN — Discount Club, Golf Club and Taxi Services
Founder & Partner
2011 > 2019 MARBELLA, SPAIN

What started out as a discount card scheme which slowly evolved into other ventures:
SEVAcard: Discount card in Marbella, Spain. More than 250 partners all over Costa Del Sol.
SEVAgolf: Biggest golf society in Southern Spain with more than 2,000 members.
SEVAtransfers: Airport transfers for tourists (Bus, vans and luxury vehicles - fleet of 40 cars)



AGENCY 960 — Web Agency
Founder & Partner
2010 > 2012 CPH, DENMARK & MARBELLA, SPAIN

Web agency specializing in front-end development, webdesign, and cross-device UI/UX design. We worked primarily with tech entrepreneurs in Denmark in need of a partner to help translate their ideas into completed projects. We also provided consultancy to a wide range of upcoming and established businesses to improve conversion rates, product features, branding, and reduce churn rate. The work resulted in several growth and design awards for clients.

CLIENTS & ACHIEVEMENTS

NOTABLE CLIENTS

- Coca-Cola
- Chiquita
- Novo Nordisk
- KLM
- Virgin Media
- DLA Piper
- Microsoft
- Universal Music
- Carlsberg
- Sony BMG
- Paddy Power
- Bet365
- LeoVegas
- Danish Skat (IRS)
- Danish Ministry of Education
- Danish Ministry of Foreign Affairs
- Copenhagen Municipal Denmark

AWARDS & ACHIEVEMENTS

- Industry Leader, Finance (MFS)
- 3 x Top 10 Ranking in iTunes AppStore
- Patent for research method (Pending)
- Patent for physical NFC-based certificates (Pending)
- Platinum awarded musician
- Letter of Appreciation for work in music therapy for elders with severe dementia (UK NHS)
- Published and exhibited photographer.

EXPERIENCE



GOMENTOR — Online Psychology and Coaching Platform
Creative Director & Partner
2009 > 2015 CPH, DENMARK & MARBELLA, SPAIN

GoMentor helps clients and professionals in the therapy and coaching industry connect through a technological platform. It offers one-to-one sessions with more than 700 psychologists and therapists. GoMentor was initially launched in November 2009 headed by Just-Eat entrepreneur Jesper Buch. It was since launched in Denmark and the United Kingdom in August 2010 and in Norway in August 2015. I moved to Spain to bring the business forward and work full-time on the project.



IDENTITY PROVIDED — Advertisement Agency
Founder & Partner
2007 > 2011 CPH, DENMARK

Co-founded the full-circle advertisement agency IDentity Provided in Copenhagen, Denmark. We serviced a myriad of customers in retail, medicine, pharmaceuticals, military, and software/hardware vendors. The youngest agency in Danish history to obtain SKI certification (Governmental certification as an approved vendor for the public sector).

SOFTWARE & SKILLS

DESIGN & ILLUSTRATION

■ ■	ADOBE PHOTOSHOP	+16 YEARS
■ ■	ADOBE ILLUSTRATOR	+14 YEARS
■ ■	ADOBE INDESIGN	+14 YEARS
■ ■	ADOBE ACROBAT PRO	+15 YEARS

VIDEO & PHOTOGRAPHY

■ ■	PHOTOGRAPHY	+10 YEARS
■ ■	CINEMATOGRAPHY	+9 YEARS
■ ■	ADOBE PREMIER PRO	+10 YEARS
■ ■	ADOBE AFTER EFFECTS	+9 YEARS
■ ■	FINAL CUT PRO	+2 YEARS
■ ■	ADOBE LIGHTROOM	+13 YEARS

AUDIO & MUSIC

■ ■	LOGIC PRO X	+10 YEARS
■ ■	CUBASE PRO	+10 YEARS
■ ■	PROTOOLS	+10 YEARS
■ ■	PIANO	+20 YEARS
■ ■	GUITAR	+16 YEARS
■ ■	BASS	+16 YEARS
■ ■	DRUMS	+8 YEARS
■ ■	PRODUCTION	+15 YEARS
■ ■	SOUND DESIGN	+15 YEARS
■ ■	MIXING	+15 YEARS
■ ■	MASTERING	+10 YEARS

UI/UX

■ ■	FIGMA	+2 YEAR
■ ■	ADOBE XD	+4 YEARS
■ ■	SKETCH	+3 YEARS
■ ■	INVISION	+3 YEARS

■ ■	EXPERT	■ ■	ADVANCED
■ ■	INTERMEDIATE	■ ■	BASIC

DEVELOPMENT LANGUAGES

■ ■	HTML/CSS	+16 YEARS
■ ■	SCSS/SASS/LESS	+16 YEARS
■ ■	JAVASCRIPT	+16 YEARS
■ ■	PYTHON	+5 YEARS
■ ■	SQL	+13 YEARS
■ ■	PHP	+13 YEARS
■ ■	VB6	+16 YEARS
■ ■	CLASSIC ASP	+16 YEARS

DEVELOPMENT FRAMEWORKS

■ ■	LARAVEL	+4 YEARS
■ ■	WORDPRESS	+7 YEARS
■ ■	WOOCOMMERCE	+7 YEARS
■ ■	JQUERY	+6 YEARS
■ ■	NODE.JS	+6 YEARS
■ ■	VUE.JS	+2 YEARS
■ ■	NUXT.JS	+2 YEARS
■ ■	REACT	+2 YEARS
■ ■	REACT NATIVE	+1 YEARS
■ ■	IONIC	+1 YEARS
■ ■	CORDOVA	+4 YEARS

DEVELOPMENT OTHER

■ ■	LINUX SYSOP	+10 YEARS
■ ■	APACHE	+10 YEARS
■ ■	NETWORKING/DNS	+10 YEARS
■ ■	AWS	+8 YEARS
■ ■	DIGITALOCEAN	+4 YEARS

3D & GAME DESIGN

■ ■	3D MAX	+10 YEARS
■ ■	MAYA	+2 YEARS
■ ■	REALFLOW	+2 YEARS
■ ■	VRAY	+8 YEARS
■ ■	ARNOLD	+2 YEARS
■ ■	UNREAL ENGINE	+5 YEARS
■ ■	UNITY	+3 YEARS

MARKETING & BRANDING

■ ■	CORPORATE VISUAL IDENTITIES	+14 YEARS
■ ■	BRAND MANUALS	+14 YEARS
■ ■	ADS (ONLINE/OFFLINE)	+14 YEARS
■ ■	PPC (FB/IG, ADWORDS/YT)	+8 YEARS
■ ■	STRATEGIC CAMPAIGNS	+14 YEARS
■ ■	COPYWRITING	+14 YEARS
■ ■	CONTENT CREATION	+14 YEARS
■ ■	SOCIAL MEDIA STRATEGIES	+14 YEARS
■ ■	BEHAVIORAL ANALYTICS	+14 YEARS
■ ■	NEURO MARKETING	+8 YEARS
■ ■	SEO	+12 YEARS

PRINT

■ ■	PRINT MATERIAL	+14 YEARS
■ ■	LARGE-SCALE SIGNAGE	+14 YEARS
■ ■	BOOK AUTHORIZING	+14 YEARS

ADMIN & LEADERSHIP

■ ■	LEADERSHIP	+11 YEARS
■ ■	PROJECT MANAGEMENT	+11 YEARS
■ ■	FINANCIAL REPORTING	+11 YEARS
■ ■	FINANCIAL FORECAST	+11 YEARS
■ ■	FUND RAISING	+8 YEARS
■ ■	LEGAL & CONTRACTS	+11 YEARS
■ ■	MS WORD	+15 YEARS
■ ■	MS EXCEL	+15 YEARS
■ ■	MS POWERPOINT	+15 YEARS
■ ■	JIRA	+8 YEARS
■ ■	CONFLUENCE	+8 YEARS
■ ■	TRELLO	+6 YEARS
■ ■	AZURE DEVOPS	+1 YEARS
■ ■	MS PROJECT	+2 YEARS
■ ■	MS SHAREPOINT	+1 YEARS

PERSONALITY PROFILE

MYERS-BRIGGS TYPE:

ENFP-A

Assertive Campaigner

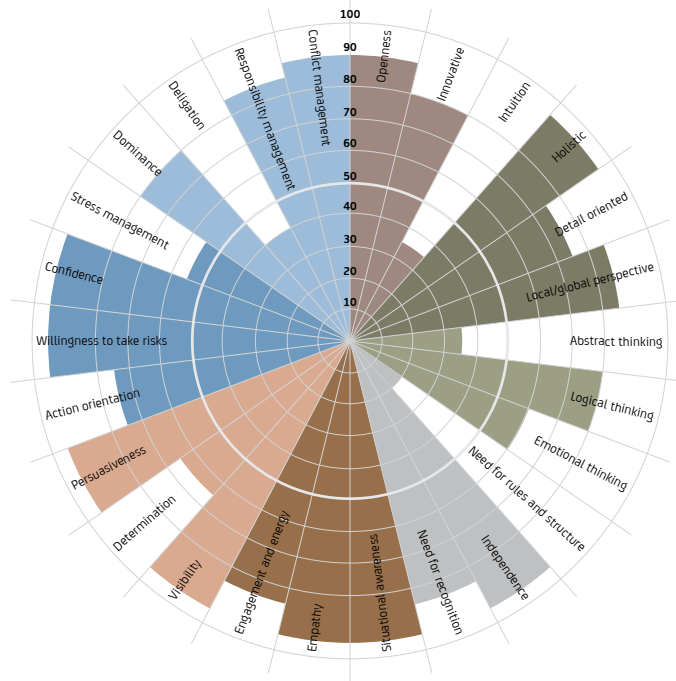
HUMAN DEVELOPER™ PROFILE

TEST ID: 95803

Examined by:

- Benny Karpatschof, Dr.phil.cand.stat., Lecturer emeritus at Copenhagen University Centre for Health and Society.
- Carsten Rosenberg Hansen, Cand.pæd.psych. Lecturer emeritus at Copenhagen University.
- Jane Bruun, Director, Human Developer, test and occupational psychologist, cand.psych.aut.
- Sten Frantzen, Test and clinical psychologist, cand.psych.aut.

HUMAN DEVELOPER™ PROFILE OVERVIEW



50 POINTS = BASELINE / AVERAGE CITIZEN

- | | | | |
|---|---|--|--|
| Idea Phase | Analysis Phase | a. Realization | a. Execution Potential |
| Focus Phase | Determination Style | b. Realization | b. Execution Potential |

FULL 30-PAGE REPORT IS AVAILABLE UPON REQUEST