Jon Legene Kolstrup

Digital Marketing Manager and AI Specialist. SEO, GEO, paid media, and the tooling built to match.

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PROFILE

Digital marketer working AI-native. I run the work with AI agents end to end, from research and production to audits, and check every batch against the source before it ships. Trained as a historian, which turned out to be the right training for working with models that are fast and confidently wrong.

Open to a full-time role and to freelance projects through JLK Creative.

EXPERIENCE

2026

Digital Marketing Manager / AI Specialist, Danish agency

The agency and its main client. The only person doing marketing across both: SEO, web, design, content and paid media oversight, work that usually sits with five people.

- Made that hold by running it AI-first: agents for research, production and audits, with written working standards and encoded workflows so any task could be handed over without a meeting.
- Paid media: audited the external agency running the Google Ads campaigns, including a twelve month account audit, and produced ad content for Google Ads, Meta and ChatGPT ads.
- Technical SEO: Search Console analysis and site audits, and a plan to consolidate near-duplicate pages, presented to the client's leadership.
- Multilingual WordPress builds and migrations, a few hundred pages across five languages.
- Graphics and video for paid social, built against per-client design systems.

2025 to present

Freelance, JLK Creative

- Websites in Next.js, and custom WordPress themes and WooCommerce for clients who run the site themselves.
- Brand design, and design systems encoded so agent tooling can produce on-brand work without a person checking each asset.
- Generative Engine Optimization: keeping content visible and correctly represented in AI search.
- My own tooling: render pipelines, content generators, and an orchestrator that runs many coding agents at once.

2025

Assistant Teacher and AI Specialist (internship), Itucation

- Built and delivered the Generative Engine Optimization module on a six week intensive digital marketing course, aimed at ChatGPT and Gemini.
- Advised on Google AI Studio and NotebookLM in content production.

2024 to 2025

Online Marketing Manager, ZZ Games

- Took a physical games shop into e-commerce: a new SEO structure, data-driven flows in Klaviyo, and the customer journey and product copy reworked around what people actually do.
- Online revenue grew strongly over the year, and both first-time buyer sales and repeat sales rose.
- Scaled SEO content production with generative AI.

2018 to 2022

Lead Content Writer / Digital Marketing Manager, CM Relations

- First full-time employee, through the growth from start-up to an established sales organisation acting as the external sales channel for one of Denmark's largest energy companies.
- Training material and coaching for the sales team, including compliance in customer dialogue.
- WordPress builds for SME clients, content plans across web and social, and Meta campaigns delivering qualified leads.

2016 to 2018

Freelance Writer, Rocktale Studios

Film and pop culture writing for a niche audience, to deadline, in a defined tone of voice.

2016 to 2017

Sales Agent, YouSee

Broadband and TV sales through needs assessment and direct customer dialogue.

SELECTED WORK

The Ice Beneath	A 108 page lore wiki, and the SEO programme that made it findable.
The Context Archive	A documentary channel where the tooling does the production and I am the approval step.
Client portal	An authenticated delivery portal in Next.js and Supabase, built so client work did not live in email threads.

Case studies: jlkcreative.dk/en/work

SKILLS

Marketing	SEO and GEO, Google Ads, Meta and ChatGPT ads, conversion optimisation, email (Klaviyo), GA4, Search Console, Meta Business Suite, Shopify, copywriting in Danish and English
AI	Agent orchestration with Claude Code and Codex, Google AI Studio, NotebookLM, workflow and prompt design, design systems for agent tooling
Web	Next.js, TypeScript, Tailwind, Supabase, WordPress, WooCommerce, PHP
Design	Brand identity, type and colour systems, graphics and video for social

EDUCATION

2011 to 2015

Cand.mag. (MA), Media Studies, University of Copenhagen

Thesis on digital consumer behaviour and nudging: how behavioural design moves people across social and traditional media.

2008 to 2011

BA, History, University of Copenhagen

Methodological source criticism and credibility analysis.

Courses

Six week intensive in digital marketing, Itucation (2017). Effective written communication, Gottlieb Partners (2015).

Languages

Danish native, English fluent, German and Swedish or Norwegian at a working level.

References on request.