PETER KINDBERG

Dynamic Senior Full-Stack Developer with a 14-year track record in pioneering web development for diverse markets. Proven expertise in creating scalable web architectures, driving user engagement through data driven solutions, and leading system integrations.

CONTACT

peter@kindbergco.se

+46 (0)701 41 50 01

Sweden

SENIOR FULL-STACK DEVELOPER

Skillful in orchestrating complex project lifecycles and enhancing operational workflows using Agile methodologies. Committed to leveraging deep technological insights to foster business growth and elevate user experience in forward-thinking web solutions.

TECHNICAL SKILLS

Front-End Development: HTML5 & CSS3, JavaScript & jQuery, Less & Sass CSS3 pre-processors, Angular, React, Ajax, Umbraco CMS

Back-End Development: ASP.NET, C#.Net, MVC, Razor, Microsoft SQL Server

Database Management: t-SQL, Designing database structures, Optimizing Database Queries & Stored Procedures

API Development: RESTful APIs, SOAP & XML APIs, Microservices.

Testing & Debugging: Automated Frontend and Backend Unit Tests

Collaboration Tools: Agile & Scrum/Kanban such as Trello & Jira.

User Management: Life cycle management, marketing automation, data driven personalized communications

Other Technical Skills: Git version management, Web Security best practices, TLS & SSL security.

CORE COMPETENCIES

- System Integrations
- Umbraco CMS Development
- Web Development
- Feed Implementation
- E-commerce platforms
- Responsive Web Design
- Data Visualization
- Project Management
- Personalization
- Big Data, Data Integrations & Mining
- SEO (Search Engine Optimization)

WORK EXPERIENCE/PROJECTS

Full-stack Developer / Marketing Developer (Consultant) | Infront AS   2018 - 2023

Revitalized Web Presence: Collaborated with the Global Head of Sales & Global Head of Marketing in Spearheading multiple comprehensive website upgrades, incorporating advanced features, data integrations, and SEO enhancements, significantly elevating Infront's online visibility and user engagement.

CRM System Overhaul: Implemented and fine-tune a robust CRM system, integrating seamless data connections, automatic lead scoring, and tailored customer journeys, optimizing sales operations and customer interaction.

Data-Driven Marketing Content: Setup solutions to perform A/B testing and personalized content, allowing better marketing communications and user experience. Connected several data sources to a content hub and delivered content cross-platforms

Rebranding Initiatives: Played a pivotal role in three major rebranding efforts (2018, 2020, and 2023), leading the transition to Adobe Experience Manager (AEM), thereby ensuring a fresh and impactful online presence aligning with evolving brand strategies.

Value Amplification: Contributed significantly to Infront's growth, evidenced by a 4x increase in valuation from 480 million NOK to its acquisition price of 1.7 billion NOK in four years, through strategic technological and marketing innovations.

Agile Methodology Mastery: Utilized a range of cutting-edge technologies (Umbraco, FreshSales, C#.Net, HTML5, CSS3, React, Angular, Scss, Google Analytics) and SCRUM methodology.

Project was 100% of full time pre-covid, and ad-hoc (10-70% of full time depending on work load mid & post-covid).

Umbraco CMS developer (Consultant) | Diageo, Remote	2022

- Engineered a sophisticated, headless Umbraco CMS for Diageo's e-commerce platform, enabling seamless content creation and management for a diverse portfolio of premium brands, including Guinness and Baileys.
- Implemented a custom Umbraco setup tailored to Diageo's unique requirements, integrating C#.Net and MongoDB, to provide a robust, scalable, and user-friendly content management system.
- Utilized Angular and jQuery to create an intuitive and responsive user interface for Diageo's e-commerce platform, enhancing customer interaction and satisfaction.
- Contributed to reinforcing Diageo's position as a leading brand builder in the premium drinks category by delivering a versatile and efficient CMS platform, facilitating effective online brand presence and customer engagement.

Technologies, methods, and tools: Umbraco CMS, Umbraco Headless, C#.Net, MongoDB, Angular, jQuery

Marketing developer (Consultant) | CDON, Malmo	2020

- Developed an innovative post-sale communication system for CDON, enabling tailored content delivery based on customer purchase history, significantly enhancing customer engagement and loyalty.
- Created a flexible and intuitive interface for CDON employees, simplifying the modification of content and lifecycle stages in the communication system, thereby boosting operational efficiency.
- Implemented targeted marketing tactics through the communication system, ensuring timely and relevant content delivery, which resulted in increased customer satisfaction and repeat business.
- Contributed to CDON's reputation as a leading e-commerce platform in Scandinavia by optimizing post-sale interactions, fostering a personalized shopping experience for a diverse product range.

Technologies, methods, and tools: Oracle SQL, Oracle Responsys, HTML4

Marketing developer (Consultant) | eBay	2016 - 2018

- Optimized eBay's email marketing campaigns using SmartFocus, enhancing customer engagement and conversion rates through targeted and personalized content.
- Expanded role to include complex data integrations and automation processes, significantly improving the relevance and profitability of eBay's marketing communications.
- Development of an external comprehensive portal for eBay employees, facilitating efficient process management, data processing and access to customized reports, thereby streamlining operations.
- Skillfully managed and analyzed millions of data rows, delivering timely and insightful reports to stakeholders and crafting personalized content for end-users, boosting service effectiveness.
- Contributed to eBay's marketing success by implementing advanced data-driven strategies, enhancing the overall relevancy and impact of marketing efforts in a highly competitive e-commerce environment.

PETER KINDBERG

Technologies, methods, and tools: SmartFocus (Email marketing platform), HTML4 & 5, CSS3, Data management, Data mining, System integration, Campaign management

Senior developer & Solution architect (Consultant)	Danads	2013 - 2015

- Successfully restructured Danads' backend solution, encompassing APIs, databases, and information flow, to accommodate the company's growth and future scalability requirements.
- Engineered and implemented an optimized backend architecture for Danads, significantly enhancing the efficiency and reliability of the ad purchasing system for media outlets.
- Effectively collaborated with frontend developers to ensure seamless integration and functionality, resulting in a user-friendly and robust platform for streamlined ad purchasing processes.

Technologies, methods, and tools: PHP, mySQL, HTML5, CSS3, SCRUM, Kanban

System lead and developer	Epteca, Copenhagen	2011 – 2013

- Pioneered the foundational system architecture for Epteca from the ground up, ensuring a robust and scalable platform capable of handling extensive travel-related data and communications.
- Engineered a highly efficient email system for delivering personalized travel information and product recommendations to customers, significantly enhancing customer experience and engagement.
- Worked closely with the CEO to translate company vision into a practical, enduring technology strategy, laying the groundwork for Epteca's long-term success in the travel ancillary sales industry.
- Contributed to unlocking new revenue streams for Epteca by integrating targeted ancillary offerings into customer communications, tapping into a multi-million CHF market.
- Initiated and executed innovative technology solutions, bolstering Epteca's capability to provide valuable, customized content to travelers, thereby positioning the company as a leader in travel and hospitality solutions.

Technologies, methods, and tools: C#.Net, MS SQL, HTML5, CSS3, SmartFocus, Life cycle marketing, Tracking, System integrations, Outsourcing managemnet etc.

Account manager	SmartFocus, Malmo	2010

- Fostered strong relationships with over 60 clients in Scandinavia, providing strategic consulting and hands-on support, which led to significant improvements in their email marketing campaigns using Campaign Commander™.
- Analyzed campaign results for a diverse portfolio of Scandinavian brands, offering targeted suggestions and best practices that markedly improved client email marketing performance and engagement rates.
- Conducted comprehensive training sessions for clients, both in-person and online, enhancing their proficiency in utilizing SmartFocus's email marketing tools and strategies effectively.
- Utilized technical skills to directly implement coding solutions, accounting for approximately 10% of the role, thereby streamlining client campaign developments and facilitating quicker, more effective outcomes.

Technologies, methods, and tools: SalesForce, SmartFocus, Email marketing, Life cycle markeitng, Trigger marketing, HTML4, Perl, Oracle SQL, Data mining, Marketing strategy, Sales

PETER KINDBERG

**Front-end Developer	Munkeby Systems, Malmo**	**2008 – 2009**

- Development of Munkeby Systems' highly sophisticated forms for fulfillment of customer orders. Development was made in HTML, CSS, and JavaScript.
- Focused on optimizing interface design, ensuring a more intuitive and user-friendly platform, leading to increased efficiency in managing errors and development tasks

Technologies, methods, and tools: HTML4, Javascript, CSS

**Developer / Product manager / Outsourcing manager	Travellab, Malmo**	**2007 – 2008**

- Successfully integrated over 50 data feeds and multiple Online Travel Agents (OTAs) into TravelLab's price comparison engine, significantly enhancing the service offerings.
- Developed and implemented customized white label solutions and feed access for B2B clients, bolstering TravelLab's market presence and client satisfaction in the travel comparison sector.
- Completely overhauled TravelLab's charter system, including new system architecture and OTA integrations, resulting in improved efficiency and reliability.
- Effectively managed a team of three outsourcing developers, ensuring timely and quality delivery of technical solutions and support, while maintaining site stability and performance.
- Rebuilt TravelLab's charter system from the ground up, including new OTA integrations, which resulted in a more robust, efficient, and user-friendly platform.

Technologies, methods, and tools: Perl, HTML4, CSS, mySQL, SCRUM, Project management

EDUCATION

Application programming | Lenia (2004 - 2006)
Vocational training towards software programming.

LANGUAGES

Swedish **|** English **|** German **|** Danish **|** Norweigan