



# PETER KINDBERG

Dynamic Senior Full-Stack Developer with a 16-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

+356 9948 7455

Malta

## 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, Tailwind CSS, JavaScript, jQuery, AlpineJS, Less & Sass CSS3 pre-processors, 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

WCAAG (Web Content Accessibility Guidelines)

Responsive Web Design

SEO

### AT A GLANCE

**Technical prowess:** As a senior full-stack developer, I understand the intricate web of technologies that power your business. From back-end development to front-end design, I'll ensure every aspect is optimized for peak performance.

**Strategic Marketing:** Having worked in the sphere of marketing for well over 8 years, I know the technical setups of many advertising platforms. Additionally I know the user psychology, marketing automation, data mining and analysis, and lots more.

**Holistic approach:** You can be sure your project is in the hands of a person who understands both the technical aspects of the tasks, as well as the business sides "why" and "how", saving lots of time translating business concepts to tech and back.

## WORK EXPERIENCE/PROJECTS

### Web developer (Sub contractor) | Digital Agency

2024 - 2025

I collaborated with a Sweden-based digital agency as a subcontractor for nearly 1 year full time, contributing to multiple client projects built on **Umbraco 13, 15, and 16**. I worked extensively with **HTML5** and **Tailwind CSS** to deliver responsive, high-quality solutions.

I focused exclusively on development responsibilities, including writing clean, maintainable code, collaborating with cross-functional teams, and providing regular progress updates to project managers.

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

2018 - 2023

**Collaboration:** Rather than being part of Infront's IT team, I collaborated directly with the Head of Sales and Head of Marketing.

**Revitalized Web Presence:** I worked with the Head of Sales & 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. I would refer to each of these developments as a website built around a nuclear reactor, as the power in these implementations.

**CRM System Implementation:** Together with the Head of Sales, I implemented and fine-tuned FreshSales CRM system, integrating seamless data connections, automatic lead scoring, and tailored customer journeys, optimizing sales operations and some automatic customer interactions.

**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), leading the development of Umbraco CMS and just about all aspects of the web development and related service integrations. As Infront migrated towards a more ERP system in Adobe Experience Manager in 2022, I provided support and directives throughout the development process, ensuring a smooth transition.

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

The project was 100% of full time pre-covid, and ad-hoc (30-70% of full time) depending on work load mid & post-covid.

**Value Amplification:** I contributed 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.

**Recommendations:** I received excellent recommendations from the parties I collaborated with, as found on my [LinkedIn profile](#).

## 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.

**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 management 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 marketing, Trigger marketing, HTML4, Perl, Oracle SQL, Data mining, Marketing strategy, Sales

## Front-end Developer | Munkeby Systems, Malmö

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, Malmö

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 | Norwegian

