

PETER KINDBERG

Senior Full-Stack Developer / Commercially minded / Digital Nomad

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SUMMARY

Senior full-stack developer with a strong commercial mindset and leadership in cross-functional collaborations. Skilled in orchestrating complex projects including CMS development, marketing automation, and system integrations that contributed to a 4x company valuation increase.

Strong expertise in designing and implementing scalable web architectures using technologies such as Umbraco CMS, C#.Net, Tailwind CSS & Alpine JS.

Proven record of driving business growth through innovative integrations, SEO enhancements, and data-driven marketing solutions. Adept at collaborating in agile environments to deliver high-quality, maintainable code that boosts user engagement and operational efficiency.

KEY ACHIEVEMENTS

Quality CMS Development

Created a high quality Umbraco implementation, and selling it as a product to my customers.

Website Traffic Growth

Increased website traffic by 45% over 6 months through strategic enhancements.

Valuation Increase

Contributed to 4x company valuation increase through tech enhancements.

Email Engagement Success

Enhanced email campaigns, raising engagement rates by 30% at eBay.

EXPERIENCE

Web developer

Digital Agency

📅 2024 - 2025 📍 Stockholm, Sweden

- Collaborated with a Sweden-based digital agency as a subcontractor for nearly 1 year full time
- Contributed to multiple client projects built on Umbraco 13, 15, and 16
- Worked extensively with HTML5 and Tailwind CSS to deliver responsive, high-quality solutions
- Focused exclusively on development responsibilities, including writing clean, maintainable code
- Collaborated with cross-functional teams
- Provided regular progress updates to project managers

Full-stack Developer

Infront AS

📅 2018 - 2023 📍 Oslo, Norway

- Collaborated directly with the Heads of Sales and Marketing, leading initiatives that significantly enhanced Infront's online visibility and user engagement through website upgrades, data integration, and SEO improvements.
- Implemented FreshSales CRM with integrated data connections, lead scoring, and customer journeys, which bolstered sales operations and customer interactions.
- Pioneered data-driven marketing solutions, establishing A/B testing and personalized content strategies to elevate marketing communications and user experience.
- Played a pivotal role in three major rebranding efforts, spearheading the development of Umbraco CMS and overseeing all aspects of web development and service integrations.
- Demonstrated mastery in Agile methodology, utilizing technologies such as Umbraco, FreshSales, C#.Net, HTML5, CSS3, Angular, SCSS, and Google Analytics within SCRUM frameworks.
- Contributed to a quadruple increase in Infront's valuation from 480 million NOK to 1.7 billion NOK over four years through strategic technological and marketing innovations.

Umbraco CMS developer

Diageo

📅 2022 📍 Remote

- 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
- Developed 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

EXPERIENCE

Marketing Developer

CDON

🏠 2020 📍 Malmö, Sweden

- Developed CDON's post-sale system for tailored content delivery, boosting 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.
 - Executed 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.
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Full Stack Developer

eBay

🏠 2016 - 2018 📍 Copenhagen, Denmark

- 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 competitive e-commerce environment
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Senior developer & Solution architect

Danads

🏠 2013 - 2015 📍 Malmö, Sweden

- 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
 - 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
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System lead and developer

Epteca

🏠 2011 - 2013 📍 Copenhagen, Denmark

- 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 system delivering personalized travel info and recommendations, boosting customer 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.
 - Developed tech solutions enhancing Epteca's ability to deliver custom content to travelers, positioning it as a leader in travel solutions.
 - Technologies, methods, and tools: C#.Net, MS SQL, HTML5, CSS3, SmartFocus, Life cycle marketing, Tracking, System integrations, Outsourcing management etc.
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Account manager

SmartFocus

🏠 2010 📍 Malmö, Sweden

- 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.
 - 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.
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Front-end Developer

Munkeby Systems

🏠 2008 - 2009 📍 Malmö, Sweden

- Development of Munkeby Systems' 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

EXPERIENCE

Developer/Product manager

Travellab

🏠 2007 - 2008 📍 Malmö, Sweden

- 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.
- Overhauled Travellab's charter system, including new system architecture and OTA integrations, resulting in improved efficiency and reliability.
- 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.

TRAINING / COURSES

Application programming

Lenia

LANGUAGES

Swedish

Native



English

Native



German

Intermediate



Danish

Intermediate



Norwegian

Intermediate



Spanish

Beginner



SKILLS

Front-End Development

HTML5

Tailwind CSS

JavaScript

jQuery

Alpine JS

Less & Sass

Ajax

CSS3

TypeScript

Back-End Development

ASP.NET

C#.Net

C#

.Net Core

MVC

C#.NET

Razor

Microsoft SQL Server

.Net

CMS Development

Umbraco CMS

API Development

RESTful APIs

SOAP & XML APIs

Microservices

Database Management

Microsoft SQL Server

t-SQL

Database Structure Design

Query Optimization

Stored Procedures

Testing & Debugging

Automated Frontend and Backend Unit Tests

Collaboration Tools

Trello

Jira

Figma

User Management

Life cycle management

Marketing automation

Data driven personalized communications

SKILLS

Other Technical Skills

Git Web Security TLS & SSL security Data mining Caching WCAG

Marketing Technologies

Email Production Life cycle setup and management Statistics and reporting

Marketing Tools

SmartFocus Campaign Management Responsys

Backend & Project Management

MySQL SCRUM Kanban

PROJECTS

Promoted CMS Developer

📅 01/2022 - 01/2022 📍 Remote

Promoted CMS developer for Treasury products at Diageo, crafting bespoke solutions to meet client needs.

- 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.
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Marketing Developer

📅 01/2020 - 01/2020 📍 Malmö, Sweden

CDON Marketing developer boosting customer engagement with innovative post sale lifecycle solutions.

- Created a post-sale communication system for CDON, delivering tailored content based on purchases. Boosted 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.
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Marketing Developer

📅 01/2016 - 01/2018 📍 Copenhagen, Denmark

Marketing developer at eBay, led data-driven strategies and optimized campaigns.

- 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 competitive e-commerce environment.
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Senior Backend Developer

📅 01/2013 - 01/2015 📍 Malmö, Sweden

Senior developer & solution architect at Danads, improving backend solutions.

- 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.
- Collaborated with frontend developers to ensure seamless integration and functionality, resulting in a user-friendly and robust platform for streamlined ad purchasing processes.

PROJECTS

System Lead and Developer

📅 01/2011 - 01/2013 📍 Copenhagen, Denmark

System lead and developer for Epteca, establishing core systems and infrastructure.

- 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.
- Developed an email system for personalized travel info and recommendations, boosting 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.
- Developed tech solutions enhancing Epteca's content delivery for travelers, establishing it as a leader in travel solutions.

EDUCATION

Application Programming

[Lernia](#)

📅 08/2026 - 01/2028