

PETER KINDBERG

Senior Full-Stack C#/.NET Developer & Umbraco CMS Consultant

C#, .NET, Umbraco CMS | Architecture, Integrations, Performance, SEO & Accessibility

Swieqi, Malta | peter@kindbergco.com | LinkedIn: <https://www.linkedin.com/in/peterkindberg/>

PROFESSIONAL SUMMARY

Senior full-stack developer and consultant with 20 years of experience building web applications, CMS platforms, integrations, and data-driven digital solutions. Specialized in C#/.NET and Umbraco CMS, with strong experience in system architecture, APIs, SQL, performance, technical SEO, and accessibility. Combines deep technical expertise with a commercial background in marketing, CRM, analytics, and automation. Experienced in taking projects from technical design through implementation, integration, optimization, and long-term maintenance.

CORE SKILLS

CMS and Back-End: Umbraco CMS, C#, .NET, ASP.NET Core, MVC, Razor, REST, SOAP/XML API, Entity Framework

Front-End: HTML5, CSS3, Tailwind CSS, JavaScript, React, Alpine.js, jQuery, Less, Sass, Ajax

Databases: Microsoft SQL Server, T-SQL, Database Structure Design, Query Optimization, Stored Procedures

Delivery and Tools: Scrum, Kanban, Jira, Trello, Figma, Git, Web Security, TLS / SSL, Caching, WCAG, SEO, CI/CD

Marketing Technology: Marketing Automation, Lifecycle Management, Personalized Email & SMS Marketing, Oracle Responsys, Email Production, Reporting, A/B Testing

SELECTED ACHIEVEMENTS

- **Designed and built the KindbergCo Umbraco Platform**, a production-ready foundation. It provides a best practice setup across architecture, SEO, performance, accessibility, multilingual support, and editor experience.
- **Led the technical development of Infront's web ecosystem for roughly five years**, covering Umbraco, CRM and trading-platform integrations, analytics, SEO, marketing automation, and major website/rebranding initiatives. Supported Infront's digital growth during a period in which the company's valuation increased from approximately NOK 480m to NOK 1.7bn.
- Built and integrated **50+ third-party travel data feeds**, creating automated data-processing and integration solutions for a large travel platform.
- Improved eBay email campaign engagement by 30% through more targeted, personalized, and data-driven communications.

PROFESSIONAL EXPERIENCE

Senior .NET & Umbraco Consultant (Independent)

KindbergCo AB | 2013 – Present | Malta

I run KindbergCo AB, an independent .NET and Umbraco consultancy. Several assignments have developed into multi-year engagements—including five years with Infront and two and a half with eBay—because the work extends beyond one-off website delivery into systems clients depend on.

- Built the **KindbergCo Umbraco Platform**, a production-ready foundation that removes 2–3 weeks of setup — technical SEO, accessibility, security headers, block architecture, multilingual routing — all according to current best practices.
 - Architected it on Umbraco 17 / .NET 10 with Razor View Components, Block Grid, Tailwind CSS and Alpine.js — structured data, output caching, responsive images and accessibility built in from start.
- Held end-to-end technical ownership across discovery, architecture, implementation, integration, deployment and maintenance.
- Integrated CMS platforms with CRM, marketing automation, analytics and internal business systems.
- Translated commercial requirements into technical scope and maintainable implementations.
- Apply eight years of prior marketing and revenue-side experience to scope work commercially: what the business needs built, not what the brief literally asks for.

Senior Umbraco Developer – Subcontractor

Digital Agency | 2024 - 2025 | Stockholm, Sweden · via KindbergCo AB

Embedded at full-time capacity for almost a year within a Swedish digital agency, operating as an integrated member of its delivery team. I worked remotely day to day, spent approximately three weeks on-site with the team, and followed the same processes, responsibilities and delivery expectations as the agency's permanent developers.

- Worked full-time for a Swedish digital agency across multiple client deliveries.
- Developed and maintained production solutions using Umbraco 13, 15 and 16, C#/.NET, Razor, HTML and Tailwind CSS.

- Worked as part of agency project teams with developers, designers and project managers.
- Delivered maintainable frontend and CMS implementations across multiple concurrent client environments.

Technologies: .NET Core, Umbraco CMS, Razor, SQL Server, REST APIs, Tailwind CSS, Alpine.js, Git and CI/CD

Senior Web Developer (Contract)

Infront ASA | 2018 - 2023 | Oslo, Norway · via KindbergCo AB

Engaged for a one-month website upgrade; stayed five years. Infront provides real-time market data, trading and analytics to financial professionals across Europe and South Africa — I owned the web platform and the systems around it: Umbraco, CRM, integrations to the trading platform, analytics and marketing automation.

Contracted through KindbergCo AB. The engagement was delivered on-site at Infront's Oslo office.

- Engaged for a one-month website upgrade; retained for five years as technical lead for web, CRM and marketing systems, including three rebranding initiatives.
- Led website upgrades, data integration, and SEO improvements that increased online visibility and user engagement.
- Implemented FreshSales CRM with integrated data connections, lead scoring, and customer journeys to support sales operations.
- Established A/B testing and personalized content strategies to improve marketing communication and user experience.
- Played a key role in three major rebranding initiatives, including Umbraco CMS development, web development, and service integrations.
- Worked in SCRUM frameworks across Umbraco, C# / .NET, HTML5, CSS3, Angular, SCSS, FreshSales, and Google Analytics.
- Supported Infront's digital growth during a period in which the company's valuation increased from approximately NOK 480m to NOK 1.7bn.

Full Stack Engineer (Contract)

eBay Classifieds Group | 2015 - 2018 | Copenhagen, Denmark · via KindbergCo AB

Contracted at roughly 20% of full time to manage email campaigns; scope expanded to full-stack delivery across two and a half years, including an internal reporting and data-processing portal used by eBay staff.

- Contracted at roughly 20% of full time to manage email campaigns; scope expanded to full-stack delivery across two and a half years, including an internal reporting and data-processing portal used by eBay staff.
 - Optimized email marketing campaigns using SmartFocus, improving customer engagement and conversion through targeted content.
 - Built complex data integrations and automation processes that improved the relevance and profitability of marketing communications.
 - Developed an internal portal for process management, data processing, and customized reporting for eBay employees.
 - Managed and analyzed millions of data rows to create timely reports and personalized end-user content.
 - Implemented data-driven marketing strategies in a competitive e-commerce environment.
 - Managed data synchronization and campaign setup (except for creative generation) for the email marketing platform
- Technologies:** Email marketing, Email strategy, Campaign Management, Databases, Marketing Automation, C#, .NET

Senior Developer and Solution Architect (Contract)

Danads | 2014 - 2015 | Malmö, Sweden · via KindbergCo AB

- Restructured backend APIs, databases, and information flows to support company growth and future scalability.
- Designed and implemented backend architecture that improved the reliability and efficiency of the ad purchasing system.
- Collaborated with front-end developers to ensure seamless integration and platform usability.

Technologies: PHP, MySQL, HTML5, CSS3, SCRUM, Kanban

System Lead and Developer (Employee to start, Contract 2016)

Epteca | 2011 – 2013 (employee), 2016 (contract via KindbergCo AB) | Copenhagen, Denmark

- Built foundational system architecture from the ground up for a scalable travel-related data and communication platform.
- Engineered personalized travel information and recommendation systems that improved customer engagement.
- Worked closely with the CEO to translate company vision into a durable technology strategy.
- Integrated targeted ancillary offerings into customer communications, helping unlock new revenue streams.
- Delivered systems for personalized content distribution to travelers.

Technologies: C#, .NET, Microsoft SQL Server, HTML5, CSS3, SmartFocus, Lifecycle Marketing, Tracking, System Integrations, Outsourcing Management

Account Manager

Actito (SmartFocus) | 2010 | Malmö, Sweden

- Managed relationships with more than 60 Scandinavian clients using Campaign Commander.
- Provided strategic consulting, hands-on support, campaign analysis, and best-practice recommendations.

- Delivered client training both in person and online to improve use of email marketing tools and strategies.
- Used technical skills to implement coding solutions and streamline client campaign development.
- Advised clients on deeper integrations with the SmartFocus platform.

Front-End Developer

Munkeby Systems | 2008 - 2009 | Malmö, Sweden

- Developed forms for fulfillment of customer orders using HTML, CSS, and JavaScript.
- Improved interface design to make the platform more intuitive and efficient for managing errors and development tasks.

Technologies: HTML4, JavaScript, CSS

Developer and Product Manager

Travellab | 2007 - 2008 | Malmö, Sweden

- Integrated more than 50 data feeds and multiple Online Travel Agents into TravelLab price comparison services.
- Developed white-label solutions and feed access for B2B clients.
- Rebuilt the charter system with new architecture and OTA integrations to improve reliability and usability.
- Managed three outsourced developers while maintaining site stability and delivery quality.

Technologies: Perl, HTML4, CSS, MySQL, SCRUM, Project Management

SHORTER PROJECTS

Umbraco CMS Developer (Contract)

Diageo | 2022 (5m) | Remote · via KindbergCo AB

- As part of a team, I engineered a headless Umbraco CMS for an e-commerce platform supporting premium brands including Guinness and Baileys.
- Created a custom Umbraco setup with C# / .NET and MongoDB to support scalable content management.
- Delivered a CMS platform that supported stronger online brand presence and content operations.

Technologies: Umbraco CMS, Umbraco Headless, Next.js, MongoDB

Marketing Developer (Contract)

CDON | 2020 (4m) | Malmö, Sweden · via KindbergCo AB

- Developed a post-sale communication system for tailored content delivery based on customer purchases.
- Created an interface for CDON employees to modify content and lifecycle stages, improving operational efficiency.
- Implemented targeted post-sale marketing tactics to deliver timely and relevant customer communications.
- Optimized post-sale interactions to improve customer satisfaction, loyalty, and repeat business.

Technologies: Oracle SQL, Oracle Responsys, Email Marketing

EDUCATION AND LANGUAGES

Application Programming – Lärna Yrkeshögskola, Aug 2005 – Dec 2007 (2.5 yrs full-time) – Vocational education

Languages: Swedish: Native | English: Fully fluent / Native | German: Intermediate | Danish: Intermediate | Norwegian: Intermediate | Spanish: Beginner