

## Peter Kindberg

As an experienced web developer and web marketer, I help businesses increase their sales, leads and inquiries through a combination of technical and marketing expertise.

I'm looking for companies who are in need of a hybrid type of person; as I see myself as a perfect bridge between marketing, IT and management.



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Please visit my LinkedIn profile!



## About

Whether you're looking for simple ongoing chores or complex and custom built IT-solutions, I'd be happy to help. I provide web and IT services for a variety of short-term, long-term and emergency needs.

I specialize in more strategic services, such as creating autonomous marketing programs, life cycle marketing, managing email campaigns and newsletters.

I also do lots of data mining, enriching data from databases and similar, hence I also got a decent knowledge about databases, especially Microsoft SQL Server.

I understand money, budget and business. While most people like to contribute ideas and make a big impact on the company, I acknowledge that some companies simply need quiet "doer", who execute projects. While I love contributing ideas, I also function well as a "doer" if need be.

My unique background allows me to not only identify the IT- and marketing needs of businesses, but also implement solutions that fit their timeline and budget.

## Areas of expertise

- Full stack developer, with backend focus
- Data mining
- Retention marketing
- Marketing automation
- Outsourcing management

## Education

### Lernia AB, Malmö

Applikationsutveckling KY  
(Application Development)  
2004 – 2006

### Katedralskolan, Lund

Samhällsvetenskapliga programmet  
(Social Science)  
2000 - 2003

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## Technical expertise overview

Languages	Level
HTML5 & CSS3	4
JavaScript (jQuery)	4
PHP (native, cakePHP)	4
Perl	1
ASP.Net	5
C#.Net (Forms & MVC5, EF CF)	5
SQL	4
Java J2EE	2

## IDE

Visual Studio	4
Adobe Photoshop	3
Notepad++	3

## Architecture & Technique

Ajax	4
Design Patterns	4
.Net Framework	4
SOAP	4

## Methods och Process

eXtreme Programming	4
SCRUM & Kanban	4
Project management	2
UML	2

## Databases

mySQL	3
MS SQL Server	5
Oracle PLSQL	1

Explanation:

5. Very strong knowledge in the field. Having over 5 years in the field and having applied the skills in several complex scenarios recently.
  4. Strong knowledge, and can work alone in larger projects.
  3. Having a good understanding and the ability to work independently with the help of documentation.
  2. Familiar with the topic, and can handle the basic tasks independently. Probably not capable to handle more complex tasks without mentoring.
  1. Having worked with the topic a while back. Comparable to an advanced beginner or lower intermediate level.
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## Employments

### Freelance Developer, SnyggaMallar 2013 – /KindbergCo AB 2018-present

Starting under the name “SnyggaMallar”, I changed it to KindbergCo in 2018. I’ve been helping several clients with everything from marketing strategy, marketing automation, data integration, system architecture or just simply as a code monkey.

Some of my larger - and long term - clients over the years:

**Infront ASA** – Lead generation, CMS upgrade, CRM implementation, Google & LinkedIn Ads, SEO etc.

Work carries out directly with the Global Head of Sales and Head of Marketing at the company.

**eBay** – newsletter management and strategy, marketing automation as well as data mining.

**Epteca** (employee 11-13, freelance on demand) – Architecture and third-party-implementations.

**Danads** – complete backend system architecture into a 4-tier application.

### Epteca 2011 – 2013

Epteca connects the right ancillary offerings to the right customers, at the right place and at the right time. Epteca’s contextual-selling platform delivers practical and inspirational offers that add concrete value for travelers, our travel-industry partners and our retail-vendor partners.

Having been part of their team from the very beginning, as a system lead and developer, I created their entire backend system and algorithm to match travelers with products. Epteca has today expanded with an office in Switzerland, and continues its rapid growth.

### SmartFocus (former EmailVision), 2010 – 2011

SmartFocus provide CampaignCommander, a SaaS solution which enables marketers to send highly personalized email newsletter, triggered campaigns and manage their customers’ entire life cycle in one system.

As an account manager, I managed clients all over Scandinavia, working with them to reach their fullest potential within the system. Smart Focus provided me with extensive training in both email marketing as well as social media channels, such as Facebook.

Part of my duties was to host education sessions for new and existing clients as well as talking at seminars and other events. While I must admit that it was a little intimidating at first, I soon became very comfortable in this new role, and I certainly don’t mind talking in front of a crowd again!

### Munkeby Systems AB, 2009 – 2010

Munkeby Systems implements routines and web-based software solutions to improve the efficiency of information management and quality assurance in businesses, public administration and health care organizations.

A quality system should not need complex programming, and Munkebys product InControl confirmed just that! Instead of doing complex implementations, I learned a lot about process management and how, at a first glance, a seemingly endless process becomes easy and manageable.

### **TravelLab, 2007 – 2009**

TravelLab provide price comparison services, both at their own sites, as well as a white label solution to any third party web sites who wishes to extend their range of services. Their product offers price comparison for flights, hotels, charter travels and car rentals.

I was initially hired as a developer with main responsibility to handle technical communications and implement new OTA (Online Travel Agents). Following TravelLabs success, I was promoted to Product Manager & Outsourcing Manager, managing most daily communication with OTA and our clients. I also had a team of three off-shore developers working closely with me to keep up to par with the new developments that had to be made within a very restrictive time frame.

My biggest task, which I performed solo, was to rebuild their entire charter section from scratch, including all implementations to the OTA.