

# Carl Peter Schwartz

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## PROFESSIONAL SUMMARY

From Silicon Valley tech to world tour events, I offer a wide range of skills in Event Production & Operations, Web Development & Design, E-Commerce & CRM, E-Learning & Training, and Merchandise Management with a strong DIY work-ethic to get things done.

## SKILLS

- **Web Development** - HTML, CSS, JavaScript/TypeScript, Angular, Ionic, PHP, MySQL, MongoDB, Git/Github
- **Salesforce CRM** - Sales/Service/Experience Cloud, Lightning App Builder, LWC, Flows, Apex
- **E-Commerce** - Shopify, OpenCart, Payments Integration, Google Analytics, SkuVault, Sendcloud
- **Data Analysis** - MS Excel, Google Sheets, SQL, Tableau

## EXPERIENCE

### Event Production and Operations Specialist | FBMG (Freelance) | Apr 2003 - Dec 2022

- Performed various roles in Event Planning & Production, Tour Management & Logistics, Web Development & Design, Merchandise Management & Operations, E-Commerce Administration & Site Management, Musical Composition & Studio Production
- Created web applications to track finances, auto-generate invoices, and organize live events data
- Developed and maintained mobile-first, responsive E-Commerce shops, themes and landing pages
- Designed textile, brand logo, and unique merchandise items for online shops and retail stores
- Managed online order fulfillment, inventory, logistics, special promotions and customer service
- Managed CRM administration, custom lead generation pages, mailing lists, reports and dashboards
- Managed physical retail operations, point of sale displays, and back-end administration at live events
- Composed and engineered studio productions, trained team members, and live event performances

### User Interface Engineer | DigitalThink, Inc. San Francisco, CA | Mar 2002 - Apr 2003

- Developed custom user interfaces and SCORM compliant E-Learning training courses for Fortune 500 clients
- Created localization standards and documentation for international online courseware and prototypes
- Trained and assisted international developer teams with internal tools and processes

### Senior Web Producer | DigitalThink, Inc. San Francisco, CA | Mar 2001 - Mar 2002

- Supervised production teams to define project standards, create efficiencies, and document processes
- Developed and tested new technologies and product features to enhance the platform and user experience

### Web Producer | DigitalThink, Inc. San Francisco, CA | Mar 1999 - Mar 2001

- Assembled interactive online learning elements, simulations, assessments, and offline materials for web-based corporate training courses using a proprietary course delivery system
- Worked closely with Subject Matter Experts, Instructional Designers, Project Managers, and Quality Assurance to produce award-winning courseware

## EDUCATION

- Graduate with Honor, Cum Laude
- Bachelor of Science, Business Administration
- State University of New York, College at Fredonia

## AWARDS

- Winner, May 2021 Road to Ranger, Trailhead Quests by Salesforce, Inc.
- Triple Star Ranger, Trailhead by Salesforce, Inc.

## CERTIFICATIONS

- Salesforce Certified Administrator
- Credential ID: 22207014 (Carl Schwartz)

## INTERESTS

- Recreational Running & Marathon Training
- Writing Music and Home Studio Recording