

Carl Peter Schwartz

Stockholm, Sweden · +46 73 534 90 28

hi@carlpeterschwartz.com · carlpeterschwartz.com

PROFESSIONAL SUMMARY

Senior Web Producer/UI Engineer/Developer with a transition to the Music Business. Proficient across several business disciplines and operations management including Media Production, Merchandising, E-Commerce, Warehousing/Inventory & Logistics, Marketing/Social Media & Public Relations, CRM/Customer Support, Accounting, and Live Event Production.

SKILLS

- **Strong Work Ethic** - Punctual, hard-working, fast-learning, dependable, committed and resilient team-player
- **Web Development** - HTML, CSS, JavaScript/TS, Angular, Ionic, PHP, MySQL/MariaDB, MongoDB, Git/Github
- **Salesforce CRM** - Sales/Service/Experience Cloud, Lightning App Builder, Reports/Dashboards, Flows
- **E-Commerce** - Shopify, OpenCart, Payments Integration, Google Analytics, SkuVault, Sendcloud
- **Data Analysis** - MS Excel, Google Sheets, SQL, Tableau

EXPERIENCE

Operations Manager | FBMG (Freelance) | Present

- Managed digital media/music project lifecycle through all phases from composition/pre-production to professional studio recording to instructional rehearsals to live performance
- Experienced from working with a high volume of administrative tasks in merchandising operations from product design, mock-up presentation, vendor negotiation, production & quality control, delivery scheduling & logistics, physical/online retail and fulfillment, inventory tracking, back-end administration, and customer support tickets
- Managed live event and tour operations including transportation scheduling, equipment rentals, hospitality & bookings, cooking & catering, daily itineraries, press/media public relations, and accounting
- Developed and maintained mobile-first, responsive E-Commerce shops, themes, landing pages and Salesforce Platform Apps to track finances, auto-generate invoices, and organize live events data
- Experienced in uploading promotional and instructional video content to YouTube and Meta platforms with a keen awareness and understanding of digital rights management DRM and online music licensing issues

Fritids Ledare | Huddinge Kommun · Stockholm, Sweden (Part-time) | Mar 2012 - May 2018

- Activated youth via instructional music lessons, studio recording sessions, live productions, sports activities, special events, english language lessons, and general mentoring

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

- Leveraged production expertise and analytical skills to develop and test custom user interfaces for SCORM compliant E-Learning training courses for Fortune 500 clients
- Worked in several different daily workflows to create localization standards, internal documentation, and prototypes for international online courses while managing support tickets for our existing training catalog
- Trained international developer teams, provided support and guidance with internal tools and processes

Senior Web Producer | DigitalThink, Inc. · San Francisco, CA USA | Mar 1999 - Mar 2002

- Worked with proprietary content management and delivery systems to assemble/deploy online corporate training courses consisting of various interactive learning elements, simulations, assessments, offline instructional materials
- Collaborated closely with Subject Matter Experts, Instructional Designers, Project Managers, Quality Assurance, and other internal stakeholders (Marketing, Legal, and Customer Support) to guide users and troubleshoot their issues
- Supervised internal production teams to define project standards, make sure practices are efficient, document processes, and ensure smooth daily operations
- Developed, tested, and presented new technologies and product features to enhance the platform and end-user learning experience

EDUCATION

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

CERTIFICATIONS

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