



## Marc Eichenseher

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### Summary

Marc is a developer with over 10 years of experience in developing web applications and SaaS solutions. He has successfully implemented projects in areas such as eCommerce, FMCG, IT recruiting, and financing. With a focus on PHP, Symfony, and API integration, he specializes in product data exchange. He also has experience in leading development teams and optimizing release processes through automated testing and deployments to ensure quality and efficiency.

### Overview

- **Roles:** Developer, Lead
- **Specialized in:** Product data exchange
- **Focus Areas:** Backend, Frontend, APIs, IT Architecture
- **Available from:** immediately
- **Hourly rate:** 90 EUR (on-site 110 EUR) plus VAT
- **Work locations:** Worldwide - Remote preferred
- **Citizenship:** German
- **Year of birth:** 1989
- **Languages:** German, English
- **GitHub:** [smoothie](#)
- **LinkedIn:** [notsosmoothie](#)

### Focus Areas



Backend: 11 Years



Frontend: 8 Years



APIs: 11 Years



IT Architecture: 11 Years

## Projects / Work Experience

### Remote - In the media environment

As Developer in the period 2025-10 to 2025-12

#### Support for a multilingual and heavily visited website

- Ensured smooth operation and maintenance of ten sites in ten languages and countries, as well as a site-specific DAM, and an internal file manager for the organization.
- Advised and supported stakeholders in solving technical problems and questions.
- Created comprehensive technical concepts for project management, serving as a basis for successful proposals and project implementations.

#### Technologies Used

Atlassian Confluence, Atlassian JIRA, Composer (PHP), Enterprise, GitHub, i18n, JavaScript, ReactJS, Multisite, PHP, SEO, Elasticsearch, OpenAPI, REST-API, Webpack, WordPress, WordPress VIP

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### Remote - In the FMCG sector

As Developer in the period 2025-10 to 2025-12

#### Expansion of a Content-Intelligence-Center

- Supported the team during the migration to a new organization environment.
- Accompanied the go-live of the application in 8 additional countries.
- Refined usability in coordination with stakeholders.
- Ensured stable operation through regular upgrades.

#### Technologies Used

Azure DevOps, DataBricks, Clickup, Continuous Integration, Docker, GitHub, Google Cloud, Helm, i18n, Kubernetes, kustomize, PostgreSQL, REST-API, NodeJS, next.js, Prisma, OpenAI, VertexAI, BigQuery, RadixUI, ReactJS

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### Remote - Industrial Sector

As Developer in the period 2024-09 to 2025-09

#### Support for go-live and stabilization of a SaaS platform

- Supported the team in the implementation of essential functionalities for a successful go-live.
- Developed and implemented a sign-up flow in close coordination with stakeholders.
- Identified and solved technical challenges related to legacy systems.
- Supported the team in adding new features to the platform and making it more stable and maintainable.

#### Technologies Used

Pimcore, Symfony, Composer (PHP), Docker, BitBucket, Angular, JavaScript, TypeScript, Ionic, Capacitor, Azure Cloud, MariaDB, PHP, REST-API

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## **Karlsruhe and remote in the real estate sector**

As Developer in the period 2025-04 to 2025-09

### **Support in Finalizing a Platform for ESG Scoring**

- As part of the team, we were able to strengthen trust in the organization through reliable and consistent updates, which enabled us to achieve the project goal and expand responsibility within the group.
- Introduced snapshot tests, which improved traceability of complex data dependencies and visualizations.
- Took responsibility for the technical implementation and detailing of the ESG dashboard, including benchmark visualization with a focus on performance despite growing data volumes.

#### **Technologies Used**

GitHub, Atlassian JIRA, Atlassian Confluence, Composer (PHP), Continuous Integration, Docker, ESG, PostgreSQL, Angular, echarts, Symfony, Redis, PHP

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## **Remote – Food and Beverage Sector (2 Projects)**

As Developer in the period 2023-12 to 2025-09

### **1. Project: Expansion of the cross-group PIM**

- Support the team in equipping the PIM with new features and making it more stable and easier to maintain.
- Support the team in finding a suitable team lead.

#### **Technologies Used**

BitBucket, Atlassian JIRA, Composer (PHP), Continuous Integration, Docker, GS1, GTIN, GitLab, GraphQL, Helm, i18n, Kubernetes, kustomize, MariaDB, PHP, Pimcore, REST-API, RabbitMQ, Rancher, Redis, Symfony

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### **2. Project: Building a group-wide PIM**

- Took over as lead developer for two additional developers (three including me).
- Developed a central PIM that consumes, integrates, and consolidates data from GDSN to create a unified product data base.
- Developed another PIM that consumes, integrates, and consolidates data from the central PIM to create a group-specific unified product data base.
- Developed integrations between GDSN <> central PIM and central PIM and the other PIM.
- Supported the coordination and integration of DAM and GDSN requirements between stakeholders and third-party providers.

#### **Technologies Used**

BitBucket, Clickup, Composer (PHP), Continuous Integration, Docker, GS1, GTIN, GitHub, GitLab, Google Cloud, GraphQL, Helm, i18n, Kubernetes, kustomize, MariaDB, PHP, Pimcore, REST-API, RabbitMQ, Rancher, Redis, Symfony

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## Remote – Community and Conferencing Area

As Developer in the period 2024-03 to 2024-09

### Support in developing a member portal

- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.
- Introduced a robust release process that minimized errors during the transition between releases and ensured platform stability.
- Introduced the first automated tests, which will significantly improve system reliability in the medium term.
- Supported the introduction of automated deployments and a QA pipeline, which shortened release cycles and enhanced quality assurance.
- Supported the team and stakeholders with patience, calmness, and pragmatic approaches in solving technical problems.

### Technologies Used

Apollo (GraphQL), cloudflare, Composer (PHP), Docker, GitLab, GraphQL, JavaScript, Laravel, Mailgun, MariaDB, PHP, REST-API, Security, VueJS, WordPress

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## Remote – Trading Data SaaS Area

As Developer in the period 2021-09 to 2022-12

### Building and scaling a vendor management system

- Took over as lead developer for a team of five developers (six including me).
- Supported a startup from its first transaction to 5,000 transactions per week.
- Developed a SaaS that electronically exchanges trade data (e.g., orders, delivery notes) with partners and marketplaces.
- Specified and developed a human-readable REST-API based on cXML.
- Developed integrations for weclapp, Xentral, Tricoma, and Google Sheets to automate data exchange.
- Developed transformers that mutate data in and out of CSV, XML, Edifact.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.
- Advised and supported stakeholders and customers in solving technical problems and questions.
- Set up the first QA pipeline.
- Established a test-driven infrastructure from the beginning (Unit/Integration Coverage >90%).

### Technologies Used

Composer (PHP), Continuous Integration, cXML, EDI, Feature Flags, GitHub Actions, GitHub, Google Apps Scripts, Inertia, Laravel Envoyer, Laravel Forge, Laravel, Linear, Memcached, Microsoft Azure, Notion, OpenAPI (previously Swagger), PHP, Redis, REST-API, TypeScript, Unit Testing

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## Remote - Inpsyde GmbH (8 Projects)

As Developer in the period 2019-02 to 2021-08

### 1. Project: Website for inpsyde.com

- Ensured smooth operation and maintenance of a bilingual blog.
- Ensured systems and dependencies were always up to date to minimize security risks.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.

#### Technologies Used

Composer (PHP), Enterprise, Gutenberg, i18n, JavaScript, PHP, ReactJS, SEO, Webpack, WordPress

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### 2. Project: In the Biotech eCommerce Area

- Took over the project from an external agency and transitioned it to a current setup, significantly improving platform stability and performance.
- Optimized the page load time from 16 seconds to under 1 second, improving user experience.
- Reduced server load, resulting in a 50% reduction in monthly server costs.
- Ensured the smooth operation and maintenance of the eCommerce store and reduced monthly server costs by about 50%.
- Ensured systems and dependencies were always up to date to minimize security risks.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.

#### Technologies Used

Composer (PHP), eCommerce, Enterprise, elasticsearch, Jamstack, JavaScript, Kubernetes, Multisite, NodeJS, PHP, PunchOut, ReactJS, REST-API, SEO, Web Worker API, Webpack, WooCommerce, WordPress

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### 3. Project: In the ICT Area

- Ensured the smooth operation and maintenance of a multilingual blog available in three countries.
- Ensured all systems and dependencies were regularly updated to avoid security and performance issues.
- Supported project management with well-founded technical concepts and precise effort estimates.

#### Technologies Used

Atlassian Confluence, Atlassian JIRA, Bitbucket, Composer (PHP), Enterprise, GitHub, i18n, JavaScript, Multisite, PHP, SEO, Webpack, WordPress

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#### **4. Project: In the Wind Turbine Sector**

- Ensured the smooth operation and maintenance of a multilingual blog available in four countries.
- Ensured all systems and dependencies were regularly updated to keep the platform secure and efficient.
- Supported stakeholders in solving technical problems and continuously optimized the platform for a better user experience.
- Contributed to decision-making through technical advice and supported project management with precise effort estimates.
- Developed the integration to a content translation SaaS solution.

#### **Technologies Used**

Atlassian Confluence, Atlassian JIRA, Bitbucket, Composer (PHP), Enterprise, GitHub, Gutenberg, i18n, JavaScript, Multisite, PHP, ReactJS, SEO, WordPress

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#### **5. Project: In the Financial Sector**

- Ensured the smooth operation and maintenance of a blog.
- Ensured systems and dependencies were always up to date to minimize security risks.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.
- Supported the go-live of a blog redesign.
- Ensured stakeholder goals for performance and security audits were met.

#### **Technologies Used**

Atlassian Confluence, Atlassian JIRA, Bitbucket, Composer (PHP), Finance, GitHub, JavaScript, PHP, SEO, Webpack, WordPress

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#### **6. Project: In the Sewing and Embroidery Machine Manufacturing Sector**

- Ensured the smooth operation and maintenance of two blogs in five languages and countries, as well as a store in four countries, languages, and currencies.
- Ensured systems and dependencies were always up to date to minimize security risks.
- Advised and supported stakeholders in solving technical problems and issues.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.
- Supported the go-live of a store for print and download magazines rolled out in four countries, languages, and currencies.
- Supported the go-live of an uplift for a blog rolled out in four languages and countries.

#### **Technologies Used**

Atlassian Confluence, Atlassian JIRA, Bitbucket, Composer (PHP), eCommerce, GitHub, Gutenberg, i18n, JavaScript, Multisite, PHP, ReactJS, SEO, TypeScript, Webpack, WooCommerce, WordPress

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## 7. Project: In the Architecture Sector

- Ensured the ongoing operation and maintenance of a blog.
- Ensured systems and dependencies were always up to date to minimize security risks.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.

### Technologies Used

PHP, WordPress

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## 8. Project: In the Software and Hardware eCommerce Sector

- Ensured ongoing operation and maintenance of a store in two languages.
- Ensured systems and dependencies were always up to date to minimize security risks.
- Created comprehensive technical concepts for project management, serving as a foundation for successful offers and project implementations.
- Advised and supported stakeholders in solving technical problems and issues.

### Technologies Used

Composer (PHP), eCommerce, Multisite, PHP, WordPress

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## **LUPA LUX S.A.**

As Developer in the period 2018-08 to 2021-06

### In the Watch eCommerce Sector

- Developed a promotional platform for a very specific use case.
- Developed a supplier/dealer portal with dynamic pricing and back-office (PIM).

### Technologies Used

Acceptance Testing, Atlassian Confluence, Atlassian JIRA, Bitbucket, CSS, Composer (PHP), Continuous Delivery, Docker, Domain Driven Design (DDD), elasticsearch, End-To-End Testing, HTML, i18n, JavaScript, Keycloak, LDAP, Laravel, NodeJS, NuxtJS, PHP, PSR-Compliance, Pimcore, PostCSS, REST-API, SASS, SCSS, Symfony, TypeScript, Unit Testing, VueJS, Webpack

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## **iPAXX AG**

As Developer in the period 2017-03 to 2018-09

### **Heidelberg - In the IT Recruiting Sector**

- Developed an import process for applicant data from recruiting portals without API connection.
- Created an export solution for transferring applicant data to recruiting portals without API.
- Developed a tool for extracting and structuring applicant profiles from PDFs using OCR technology (pre-ChatGPT).
- Designed and implemented an in-house sourcing platform for recruiting purposes.
- Updated the company homepage from PHP v5.x to v7.1, resulting in improved performance and security features.
- Optimized the technical readability of the homepage, improving visibility and ranking on search engines.
- Ensured the operation and maintenance of internal IT systems, including servers and networks.
- Advised and supported the board in solving technical problems.

### **Technologies Used**

Bitbucket, Bower Components, Codelgniter, Continuous Integration, CSS, Domain Driven Design (DDD), E2E Testing, HTML, JavaScript, Laravel, Nightmare, PHP, Polymer, PostCSS, ReactJS, REST-API, SASS, SCSS, Unit Testing, Webpack

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### **Education / Further Training**

#### **IT Specialist (Application Development)**

EQF Level 4 successfully completed in the period 2013-09 to 2016-09

### **Technologies Used**

Java, PHP, Git, MySQL, C, Eclipse, Transport and Networking

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### **Competences**

#### **Languages**

- **Native:** German
  - **Fluent:** English
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#### **Programming Languages**

##### **>10 years of experience or expert knowledge**

PHP, HTML & CSS, JavaScript, SASS, SCSS, TypeScript

##### **>5 years of experience**

PostCSS

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## **Products / Standards / Experience / Methods**

### **>10 years of experience or expert knowledge**

Composer (PHP), Laravel, Pimcore, WooCommerce, OpenAPI, BitBucket, SEO, VueJS, PHPStorm, WordPress, Polymer, Gutenberg

### **>5 years of experience**

PSR Compliance, Symfony, Webpack, NodeJS, GitHub, Google Cloud, Docker, Kubernetes, cXML, Edifact

### **>1 year of experience**

Confluence, JIRA, CodeIgniter, NuxtJS, Web Worker API, Keycloak, LDAP, Notion, Google Apps Script, LaunchDarkly, Linear

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## **Databases**

### **>10 years of experience or expert knowledge**

MySQL

### **>5 years of experience**

MariaDB

### **>1 year of experience**

elasticsearch, PostgreSQL

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## **Design / Development / Construction**

### **>10 years of experience or expert knowledge**

Domain Driven Design (DDD), Unit Testing, Test Driven Development (TDD)

### **>5 years of experience**

Acceptance Testing, CD Pipelines, E2E Testing, i18n, CQRS, CI Pipelines

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