


# Kyle Keerseemaker

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## Summary

A skilled digital marketer that focuses primarily on paid UA. I spent the last 8 years as a self-employed affiliate marketer promoting other people's products on various platforms.

Specialized in Facebook Ads, Display, Native, Pops, Redirects and skilled in SEO launching 2 small SEO projects, the first content site generating over 1 million monthly unique visitors (organic) within the first 12 months of launch, and the second content site generating over 50,000 monthly unique visitors (organic) within the first 12 months.

Visit [affleet.com](https://affleet.com) for my full portfolio.

Lived in South Africa (born), The Netherlands (raised), United Kingdom, United States, Thailand, South Korea, Taiwan, Japan (current).

## Experience



### Founder

Affleet Ltd

Jun 2020 - Present (11 months +)

Private online marketing business providing user acquisition, media buying, online marketing consultancy, and SEO services to clients around the globe.

Primary Focus:

- Paid user acquisition through platforms such as but not limited to Facebook, Google, Reddit, Exoclick, TrafficJunky, TrafficFactory, PropellerAds, AdCash.
- SEO Marketing for in-house content sites.
- Affiliate Marketing for SaaS companies, Mobile/Desktop games, and other mobile applications.
- Managing marketing campaigns across various channels, creating marketing creatives, analyzing data through analytics platforms.

\*\*\*\* CURRENT CLIENTS \*\*\*\*

Company:

MediaBlue International / We Are Media

Dates:

Oct 2020 – Present

Location:

Netherlands (Working remotely from Japan)

Role:

Senior Media Buyer

#### Tasks:

- Media buying for in-house digital products across various countries.
- Planning and leading new internal (tech) projects.
- Online Marketing consultancy.



### **CMO / Business Partner**

#### **Super Happy Games**

Apr 2018 - Jun 2020 (2 years 3 months)

Super Happy Games was a mobile gaming studio that specialized in Word games with a few casual games.

- Main role: Marketing (Paid & SEO), Data Analysis, ASO, Monetization.
- Heavily focused on Paid UA to create a mobile 'powerhouse' that could produce Word games at a rapid pace.



### **Co-Founder**

#### **PK evolved**

Jul 2013 - Apr 2018 (4 years 10 months)

- Affiliate Marketing company that focused on gaming, casino, and dating.
- Heavily focused on paid advertising on platforms like Facebook, Google, PropellerAds, AdCash, TrafficJunky, TrafficFactory, Exoclick, and more.
- Primarily focused on Display, Pop, Social, and Native traffic.
- \$1 million revenue within 9 months of operating.



### **Import Coordinator Air & Ocean Freight**

#### **SENATOR INTERNATIONAL Freight Forwarding**

Apr 2012 - Jul 2013 (1 year 4 months)

Began working on air imports and quickly added ocean imports to my workload. After about 6 months of working for Senator ATL, I also took care of the inside sales for our import team to free up time for the sales team.

- Airfreight / Seafreight imports, All Customs Formalities. Arranging freight from A to B including all the brokerage based on the correct shipping terms.
- Inside sales (Import Air / Ocean / Domestic Trucking). Preparing quotes to our import customers as well as potential customers with precise and professional care. This includes maintaining contact with customers and assisting them with any questions or requests.



### **Import Assistant / Junior Customs Consultant**

#### **SENATOR INTERNATIONAL Freight Forwarding**

Oct 2010 - Apr 2012 (1 year 7 months)

Handling airfreight shipments coming into the Netherlands from all over the world. This included all customs formalities and quotes to customers.

- Airfreight Import, Import Brokerage, Inside Sales (Air import)

## **Education**



## **NCOI**

### **HBO Internetmarketing, Marketing (Graduated)**

2013 - 2014

----- Internet strategy

Internet strategy

Internet strategy as part of the organizational strategy

Multichannel marketing

Online advertising

Online marketing

Client, website, finance, organization

Internet scorecard

Online marketing planning

----- E-commerce

Sales and services via the Internet

The online customer process

The sales process

Basic design of the webshop

Catalog management

Content management

Data analysis

Payment and collection

----- Online Marketing

Online budget and media mix

Search engine marketing

Internet campaigns

Affiliate Marketing

Key figures and return: click-through rates, costs per click

Internet campaign optimization



## **SAE Amsterdam**

### **Creative Media, Web development (Graduated)**

2006 - 2008

----- Static Design

Basic Design Skills

Digital imaging

Vector Graphics

Desktop Publishing

Software used: Photoshop, Illustrator

----- Motion Design

3D graphics and animation

Audio for multimedia

Video editing

Special effects

DVD authoring

Software used: Maya, Final Cut Pro, After Effects, DVD studio pro

----- Design for Web

Design for online presentation

Using source code: HTML, XHTML, XML

CSS, forms and behaviours

WYSIWYG editing

Animation for the web

Software used: Dreamweaver, Flash

----- Web development

Actionscripting

CMS, content management systems

Dynamic web development using PHP

Exploring open source CMS and adapting existing systems



**SAE Institute**

2006 - 2008

## **Skills**

Online Marketing • Affiliate Marketing • Multi-channel Marketing • Lead Generation • Social Media •  
Online Advertising • Administration • Operations Management • Digital Marketing • Mobile Games