

Kevin Aghballe

Growth Marketing & SEO

I work with growth marketing and SEO, and I thrive on turning data into clear actions that create measurable results. I have several years of experience planning and executing initiatives across SEO, paid search, paid social, email marketing, and affiliate marketing. I'm used to taking ownership of both strategy and hands-on execution, from setup and optimization to reporting and follow-up.



kontakt@aghballe.dk 

+45 27828214 

Herning, Denmark 

linkedin.com/in/kevin-aghballe-78300212a 

WORK EXPERIENCE

Head of SEO

PLEY Media Group

01/2025 - now

Aarhus, Denmark

I lead organic growth for PLEY's esports media, setting direction and turning insights into practical improvements across content and site performance.

- Define the SEO roadmap and prioritize high-impact initiatives.
- Partner with the editorial team to align content with search demand and user intent.
- Improve technical foundations (crawlability, indexing, site speed, template performance).
- Run keyword and intent research to guide content planning, updates, and optimization.
- Create guidelines and repeatable workflows for updating and optimizing priority pages.
- Support off-page growth through authority-building and link initiatives.
- Track results through dashboards and reporting, translating data into clear actions.
- Share learnings and best practices to strengthen how the team plans, produces, and improves content.

Head of Product

Webbler ApS

01/2023 - 12/2024

Aarhus, Denmark

I owned Webbler's marketing product and improved how we packaged, delivered and scaled it, while still being responsible for client accounts in Denmark and internationally. I built clearer standards and processes, using performance data and customer feedback.

- Owned and evolved the marketing product.
- Built clearer standards, templates, and processes to improve consistency and scalability.
- Used performance data to spot opportunities and improve the product over time.
- Collected and applied customer feedback to refine the offering and priorities.
- Managed client accounts across Denmark and international markets, ensuring strong execution and communication.

Senior Marketing Consultant

Webbler ApS

06/2020 - 12/2022

Silkeborg, Denmark

I planned and ran multi-channel marketing for a portfolio of clients, focusing on performance, efficiency, and steady ROI improvements.

- Planned and executed campaigns across Google Ads, Meta, SEO, email marketing, and affiliate.
- Monitored performance daily/weekly and adjusted based on results and priorities.
- Optimized campaigns and landing pages to improve conversions and ROI.
- Built reporting that made performance easy to understand and act on.
- Turned insights into practical changes and ongoing improvements over time

WORK EXPERIENCE

Marketing Consultant

Webbler ApS

08/2018 - 05/2020

Silkeborg, Denmark

I supported campaign execution and optimization across multiple client accounts, focusing on solid setup, clear reporting, and keeping work aligned with goals.

- Supported campaign setup and day-to-day execution across multiple accounts.
- Helped with tracking, measurement, and reporting to ensure clean performance data.
- Assisted with ongoing optimization based on results and client priorities.
- Coordinated closely with clients to align activities with goals, timelines, and budgets.

EDUCATION

Multimedia Design | Academy Profession Degree

Erhvervsakademi MidtVest

08/2016 - 06/2018

Herning, Denmark

HHX - International Marketing

Herningsholm Erhvervsskole

08/2011 - 06/2014

Herning, Denmark

PERSONAL PROJECTS

WebshopListen.dk (affiliate project) (2023 - now)

- I built and run WebshopListen.dk, an affiliate website that helps people shop online in Denmark by providing an overview of webshops with structured information and reviews. I developed the site's content structure and templates, built a programmatic SEO approach, and optimized content to improve visibility and grow traffic.

Gamer Garagen (my own webshop) (2018 - 2019)

- I founded and ran a niche webshop for gaming equipment, building the brand, website and marketing from the ground up. After achieving a small but stable and profitable growth, I sold the business in 2019 to focus fully on my career at Webbler.

SKILLS

Paid Search

Paid Social

Affiliate Marketing

SEO (Technical, Keywords, On-page & Off-page)

Email Marketing & Automation

Conversion Rate Optimization

Tracking & Measurement

Attribution & Performance Analysis

Cross-channel Testing & Optimization

Analytics & Reporting

Content Strategy & Content Optimization

Web Development & CMS (WordPress & Shopify)

LANGUAGES

Danish

Native

English

Fluent