



Kevin Kloosterman

Data Analyst

With Digital Power since September 2024



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About Kevin

Kevin is an all-round data specialist with experience in technical data solutions as well as the applied fields of data analytics. Having worked a lot with tools like Looker Studio, BigQuery, GA4, and GTM, he knows his way around a dataset and understand the processes that formed it. In his spare time, he likes to use python, html, css, and js to develop his own tools and apps of interest.

Core qualities

• Solution Oriented

Work experience

Data Analyst

Digital Power

Sep 2024 – present

In my current position, I primarily:

- Perform data visualization and analysis
- Advise clients on how to turn their data into actionable insights

Data Consultant

Netprofiler

Nov 2023 – Aug 2024

As a Data Consultant at Netprofiler, it was my job to:

- Design and implement tracking solutions
- Extract information from dataLayer objects
- Build intuitive dashboards
- Process raw data
- Perform performance analysis
- Lead Consent Mode v2 implementation project for all clients
- Configure and maintain GTM containers
- Automate workflows with Python
- Advise on data solutions
- Host KPI sessions

SEA & Data Consultant

Netprofiler

Jan 2023 – Nov 2023

As an SEA & Data Consultant at Netprofiler, it was my job to:

- Build intuitive dashboards
- Implement tracking tags
- Extract information from dataLayer objects
- Debug tracking anomalies
- Manage PPC campaigns
- Perform PPC performance analysis

Digital Marketeer

Cadform

Sep 2020 – Dec 2022

As a Digital Marketeer at Cadform, it was my job to:

- Design and implement tracking solutions
- Configure and maintain GTM
- Build intuitive dashboards
- Perform marketing performance analysis
- Perform CRO analysis
- Manage PPC marketing
- Manage social media marketing
- Manage email marketing

Education

Media, Information, and Communication

Minors

- Neuromarketing

Thesis

"To what extent should De Consumentenbond inform and advise consumers about neuromarketing within e-commerce platforms to contribute to its ethical correctness?"

Languages

Dutch

Mother tongue

English

Fluent

Italian

Basic

Spanish

Basic

**Tools &
Methods**

Tools

- Looker Studio
- Google Analytics 4
- Google Tag Manager
- Google BigQuery
- Chrome Devtools
- Github

Methods

- Python
- Pandas
- Matplotlib
- SQL
- Javascript
- Google Apps Scripts