DIGITAL ENGAGEMENT · WEB & CONTENT OPERATIONS · AI

Aleksander Kaaberma



I spent six years running web and digital for the Nordics at Johnson & Johnson Innovative Medicine, most recently as Web Lead & Marketing Automation Lead, and I build and grow my own digital products alongside it. J&J taught me how engagement works with consent, medical review and field teams. My products taught me to own every number. I put AI to work in both products: it writes every game, turns client feedback into fixes and runs my SEO every weekday.

BASED IN	EMAIL	LINKEDIN	LANGUAGES
Tallinn, Estonia	aleksander@ander.ee	linkedin.com/in/kaaberma	Estonian (native) · English (professional working proficiency)

SELECTED RESULTS

12×	2.1×	56→66%	#8→#2
Google traffic recovery after an algorithm penalty (Truth or Dare AI)	Simple Commenter revenue, year on year	Simple Commenter onboarding activation	on Google for "website feedback tool"

EXPERIENCE

Sep 2020 – Nov 2026

Johnson & Johnson Innovative Medicine · Nordics, Tallinn

Web Lead & Marketing Automation Lead — Dec 2024 – Nov 2026
Nordic Web Specialist and Data Steward — Oct 2022 – Nov 2024
Nordic Webmaster — Sep 2020 – Oct 2022

Owned web and digital for Denmark, Sweden, Finland and Norway: the web platform, CRM email, marketing automation, consent and web analytics, working with brand teams, field teams and regional platform teams.

- Led the Nordic digital go-live for Carvykti, J&J's first CAR-T cell therapy: an HCP portal for treating centres plus automated email journeys in Denmark, Sweden and Norway.
- Built the Nordic engagement reporting across consent, email and web, benchmarked against the regional average and repeated every quarter per market.
- Introduced engagement segmentation for email audiences, from highly engaged to dormant, so teams could target win-back and stop wasted sends.
- Made complex digital data digestible for everyone: one engagement funnel (consent coverage → sends → open rate → click rate → web engagement), benchmarked across markets, so every brand team could see where it struggles.
- Built an account-planning use case unique in EMEA: automated alerts telling field teams whom to visit next and who just engaged, rolled out across the Nordic markets.

— Owned the Nordic web platform: site operations, SEO, web analytics and data quality across web and email.

2023 – present

Ander Digital OÜ · Founder, Tallinn

I build and run my own digital products solo: product, code, SEO, pricing, lifecycle email and analytics.

— Simple Commenter (B2B website-feedback SaaS, since 2024, used by hundreds of agencies): revenue 2.1× year on year, with recurring revenue now 83% of the total; monthly churn down from about 14% to 5%.

— Raised Simple Commenter activation from 56% to 66%, and climbed from #8 to #2 on Google for "website feedback tool".

— Truth or Dare AI (consumer AI games, 6 sites and iOS, thousands of players every month): recovered Google traffic 12× after a penalty by merging templated pages and rewriting the rest for players.

— Pricing tests with stop rules set in advance: the winning paywall raised net revenue per viewer 1.9× overall, after an early peak of 2.9×.

— AI writes a personalised Truth or Dare AI game for every group of players, in 10 languages, for under half a cent a game.

— Simple Commenter connects to customers' AI agents (MCP server, 41 tools), turning client feedback into code fixes.

— AI agents run my SEO and site upkeep every weekday, and took Simple Commenter to 59 interface languages.

— Launched SpawnFort, Minecraft server hosting on Kubernetes, in Aug 2026.

Earlier

Marketing Specialist, U24 Solutions (2018 – 2020) · Project Manager, Tabasco – The Agency (2018) · Social Media Manager (freelance), Flokk.me (2020)

SKILLS

Digital engagement	Veeva CRM approved email, Salesforce Marketing Cloud, consent management, segmentation, GA4, Qlik
Web & content	Enterprise CMS / SharePoint, Next.js, SEO and GEO, localisation
Experimentation	A/B and multi-arm tests, funnel analytics, revenue attribution
AI	LLM features in production, personalisation, AI agents and automation, MCP, AI search (GEO)

EDUCATION

Bachelor's degree, Business Management and Marketing · Tallinn University of Technology