

# Khadija Kamoun, Head of Growth

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## PROFILE

Head of Growth with 5+ years of experience scaling global B2B companies. Expert in performance marketing, data-driven strategy, and building and leading high-performing teams. Proven track record of driving revenue and accelerating growth.

[Linkedin URL](#)

## EMPLOYMENT HISTORY

Apr 2023 — Present	<b>Head of Growth, Digigram Group</b> <b>Digigram Group</b>   based in Grenoble, owns four brands: Digigram, Digigram Critical Audio, Auvitran, and Oros. It serves industries including broadcast, defense, aerospace, and entertainment. <ul style="list-style-type: none"><li>Spearheaded full-funnel growth strategy across digital, sales, and channel partnerships, contributing to a <b>€2M revenue increase by Q3 2024</b> through international expansion worldwide with accounts such as: <b>Thales, Frenquentis, Boeing, Airbus, ST Engineering..etc.</b></li><li>Oversaw global performance marketing (<b>paid media, SEO, social, email</b>), improving lead quality and <b>boosting conversion rates by 45%</b>.</li><li>Built <b>real-time KPI dashboards</b> to support executive decisions and performance tracking.</li><li>Enabled a global network of <b>65+ distributors</b> through business development and joint campaigns.</li><li>Recruited &amp; <b>managed a 4-person team</b> fostering a collaborative, data-driven culture.</li><li>Launched targeted demand generation initiatives using intent-based segmentation, increasing qualified <b>outbound and inbound leads by 35%</b> across priority regions.</li></ul>	Grenoble
Jul 2021 — Mar 2023	<b>Growth Marketing Manager, Digigram Group</b> <ul style="list-style-type: none"><li>Drove full-funnel growth through <b>SEO, SEA, social media, content, and email</b>, aligning acquisition channels with business objectives.</li><li><b>Reduced CAC by 18% through budget reallocation</b> &amp; channel optimization.</li><li>Provided C-level stakeholders with growth insights via <b>dashboards and predictive KPIs</b>.</li><li>Implemented personalized campaign flows that <b>increased MQL-to-SQL conversion by 28%</b> and boosted ROI by 32% across key segments.</li><li>Developed <b>CRM workflows and lead nurturing automation</b> to boost engagement.</li></ul>	Grenoble
Apr 2018 — Nov 2018	<b>Project Manager, Business Web development Tunisia (BWST)</b> <ul style="list-style-type: none"><li><b>Led global digital projects</b>, including a <b>BBC documentary</b> and a <b>Human Rights platform</b>.</li><li><b>Launched a web platform</b> with <b>35% faster deployment</b>, boosting government media outreach.</li><li><b>Collaborated with international clients</b> to deliver projects <b>on-time and under budget</b>.</li></ul>	Tunis

## Featured speaker

Recognized Thought Leader | Featured Speaker at Inovallée's Club → [LINK](#)

## EDUCATION

Sep 2019 — Aug 2021	<b>Masters in Business development &amp; international commerce,</b> <b>Grenoble Ecole de Management</b> Graduated with distinction	Grenoble
Sep 2015 — Aug 2017	<b>Masters in Communications, Higher Institute of Languages</b> Graduated with distinction	Tunis

## CERTIFICATES

-Google Digital Garage Certification - ID: QYC 5SF UN8  
-Certificate in the Art of Presenting - CTCA

LANGUAGES	Arabic	Native speaker	English	Native speaker
	French	Native speaker	Portuguese	B2

## SKILLS

Marketing Strategy	Growth Strategy
Digital Marketing	A/B Testing / Data Analysis
Google Ads / Meta ads	Team leadership