

Khadija Kamoun, Head of Growth

GRENOBLE, France, 0783490883, khadija.kamoun@gmail.com

PROFILE

Head of Growth with 6+ 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

Head of Growth, AI & Data Strategy, Digigram Group

Grenoble

Digigram Group | based in Grenoble, owns four brands: Digigram, Digigram Critical Audio, Auvitran, and Oros. It serves industries including broadcast, defense, aerospace, and entertainment.

- Spearheaded full-funnel growth strategy across digital, sales, and channel partnerships, contributing to a **€2M revenue increase by Q3 2025** through international expansion worldwide with accounts such as: Thales, Frenquentis, Boeing, Airbus, ST Engineering..etc.
- Oversaw global performance marketing (**paid media, SEO, social, email**), improving lead quality and **boosting conversion rates by 45%**.
- Led the Group's **AI & data strategy**, deploying **predictive analytics** and AI-powered tools to **optimize performance** across all four brands.
- Built **real-time KPI dashboards** to support executive decisions and performance tracking.
- Enabled a global network of **65+ distributors** through business development and joint campaigns.
- Recruited & **managed a 6-person team** fostering a collaborative, data-driven culture.
- Launched targeted demand generation initiatives using intent-based segmentation, increasing qualified **outbound and inbound leads by 35%** across priority regions.

Jul 2021 — Mar 2023

Growth Marketing Manager, Digigram Group

Grenoble

- Drove full-funnel growth through **SEO, SEA, social media, content, and email**, aligning acquisition channels with business objectives.
- **Reduced CAC by 18% through budget reallocation** & channel optimization.
- Provided C-level stakeholders with growth insights via **dashboards and predictive KPIs**.
- Implemented personalized campaign flows that **increased MQL-to-SQL conversion by 28%** and boosted ROI by 32% across key segments.
- Developed **CRM workflows and lead nurturing automation** to boost engagement.

Apr 2018 — Nov 2018

Project Manager, Business Web development Tunisia (BWST)

Tunis

- Led global digital projects, including a **BBC documentary** and a **Human Rights platform**.
- **Launched a web platform with 35% faster deployment**, boosting government media outreach.
- **Collaborated with international clients** to deliver projects **on-time and under budget**.

Featured speaker

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

EDUCATION

Sep 2019 — Aug 2021

Masters in Business development & international commerce, Grenoble Ecole de Management

Graduated with distinction

Sep 2015 — Aug 2017

Masters in Communications, Higher Institute of Languages

Graduated with distinction

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