



Sébastien Krajka

GROWTH MARKETING MANAGER

Work Experience

- **Growth Marketing Manager**
Boost.ai / NO / 2022 - now
Increasing SEO & SEA BTB traffic.
Improving online conversion.
Project management. Analytics.
- **International Digital Manager**
Lyreco / FR / 2019 - 2022
Increasing traffic over 25 worldwide shops. Coaching local business teams on SEO/SEA/PPC. Analytics.
- **Head Traffic Manager**
Trigano / FR / 2013 - 2019
Managing BTB traffic campaigns and improving conversion.
Managing a small team. Analytics.



My Profile

French digital marketing expert, living in Stavanger for a few years. I help businesses grow by increasing their online traffic and enhancing their customer experience, leads and sales.

Skills

#CX, #conversion, #SEO, #SEA, #content, #analytics, #demand generation, #lead generation, #content, #MQL, #SQL, #Semrush, #Hubspot, #project, #management

Education

- **SKEMA Business School**
Master of Digital & E-commerce
2011 - 2012
- **ISEG Business School**
Master of Marketing
2006 - 2011

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