



# Sebastien Staub

Bachelor of Commerce in TOURISM & ENTREPRENEURSHIP graduated at Curtin University, Perth WA Australia in 2007

## Profile

Self Business Starter travelled and worked in South Africa United Kingdom and Australia. 15 years in the Sales, Marketing and Management, specialised in digital Web Development, Domain Investment and Innovation. Sectors: Real Estate, Sales, Marketing, Hotel & Tourism and F&B Industries with proven results and referrals from leading promoters and Top100 Companies in Mauritius. Founder & Editor Homes.mu, Bazar.mu & Hospitality.mu which was sold to Eclipse Investment Ltd in 2021. Invested and launched

1. [eGamingLicense.com](http://eGamingLicense.com) - 1st Position on Google.com for eGaming License(s) and eGaming Domain(s).
2. [Web3Domains.Auction](http://Web3Domains.Auction) - 1st Page on Google.com for Web3 Domains For Sale and Premium Web3 Domains
3. [SellDomain.Name](http://SellDomain.Name)
4. [FamousDodo.Art](http://FamousDodo.Art) NFT project
5. [Custom.App](http://Custom.App)
6. [MauritiusHorse.Racing](http://MauritiusHorse.Racing) - 1st English Horse Racing Magazine

All my digital assets are available for sale and / or seeking investors.

## Address

Creve Coeur, Rodrigues Mobile

## Mobile

+230 57 94 64 37 \*Dubai Time Zone

## Websites & Social Links:

1. <https://linktr.ee/SebastienStaub>
2. Email - [sebastien@smartmedia.agency](mailto:sebastien@smartmedia.agency)
3. Blog - <https://web3domains.substack.com/>
4. Telegram - <https://t.me/sebastienstaub>

## Relationship

Married with 2 kids (6 yrs boy Shane & 3 years old baby girl Marine Oceane Staub)

## Education

1. Tourism Management & Entrepreneurship Degree Curtin University of Technology, Perth, Australia
2. Advanced Diploma Hotel Catering and Tourism Management, London, UK
3. Wine and Spirit Certificate, London, UK
4. Health & Safety - First Aid Course, Australia, Perth

## Experience

**Managing Director Smart Media Ltd (2012-Current)** a registered company in Mauritius. Our core services are: Branding - Marketing - Social Media Management - Search Engine Optimization - Mobile Marketing. Back then I had PageAdmistrator.com as a website for my company, and in 2015 we rebranded as [www.SmartMedia.Agency](http://www.SmartMedia.Agency) which is the company and our own products: Our Real Estate Portal and Magazine - [www.Homes.mu](http://www.Homes.mu) and our second magazine [www.Hospitality.mu](http://www.Hospitality.mu) which was sold this 2021 to launch [www.eGamingLicense.com](http://www.eGamingLicense.com) - [Web3Domains.Auction](http://Web3Domains.Auction) - [Custom.App](http://Custom.App) - [SellDomain.Name](http://SellDomain.Name) [FamousDodo.Art](http://FamousDodo.Art). NFT project.

## Websites created this 2022:

1. [MauritiusHorse.Racing](http://MauritiusHorse.Racing) \*For sale
2. [Insure.mu](http://Insure.mu) \*For Sale
3. [MichaelSikyuen.com](http://MichaelSikyuen.com)
4. [AmazingLife.Store](http://AmazingLife.Store)
5. [SikyuenGroup.mu](http://SikyuenGroup.mu)

**Head of Strategic Development Razor Brand Agency, Double Bay, Sydney, Australia Jan 2011 – December 2011**

Razor Brand Agency is the fusion of multi skilled team that focuses on delivering your bespoke strategies and solutions to reach your objectives. Great brands influences lives and create deep emotional links between individuals and businesses. 50 employees. Secured several clients for the agency one which was \$100,000 branding and web design deal. Responsibilities: Day to day operations | PA & Adviser to the CEO | Multiple Project Management | Multi Tasking Board Meetings with employees and clients | Branding & Marketing Consultant | Client and Tender Hunting | Responsible of Client Relationship +150 clients | Go to market strategy and communication and event organisation for product and company launch.

**Sales Consultant Lynford Motors, Osborne Park, Perth Australia Jul 2007 – Jan 2011** Used Cars Sale Professional, Top 3 Achiever | Best Gross Sale Person 3 years in a row, Biggest Ford Dealership in WA, In charge of the Direct Marketing Leads and Telesales Follow ups

**Events & Promotions Manager Choice Promotions, Perth Australia Jan 2007 – May 2008** Business Development (Altitude Bar, Raffles Hotel, Margaret River Wineries), Marketing, Artist and Venue's Entertainment Management, Co-ordinating Events, festivals, shows, Promoting new venues, artists mgt, Mailing client requirement list, Liaising with catering suppliers, councils, Setting of Private functions, Wedding, Lounge Bar and Private function DJ

**Sales and Marketing Coordinator PML Ltd – Kitchens and Baths, Quatre-Bornes, Mauritius January 2005 – July 2005** Market Analysis and Development, Sale and Contract Preparation, Use of ArtCAD, Site visit and measurements, Supervision of instalments, Collection of payments

**Restaurant Manager Sands Hotel, Flic en Flac, Mauritius August 2004 – January 2005** Day to day operations of 2 restaurants and 1 Bar Function Coordination, Team management and training, Stock Control - Administration

**Commis Chef De Rang Longueville Manor 2 Michelin Star Relais & Chateaux, Jersey Island - Jan 2003 – June 2004** Responsible for all the setup of the main restaurants Afternoon Tea - Main Service, Hospitality Training & Sommelier

**Kitchen Hand & Barman - Tamarin Restaurant 2 Michelin Star Jan 2002 – April 2003** Mayfair London Kitchen Hand, Barman & Waiter Duties

## **Skills & References**

Business Development, Branding, Marketing, SaleForce, Wordpress, CMS, Wix, Email Marketing, Designing, Social Media Marketing and more...

Todd Peterson - President America.Industries - Sebastien has the drive of a champion. His vision is great. As are his aspirations. But those pale in comparison to his will. Sebastien should be a person you always bet on.

Mookesh Gopal - NaturoVillas Real Estate Promoter Mauritius - I, Mookeshwarsing Gopal Promoter of my first real Estate Development Project hereby strongly recommend Mr Sebastien Staub for any Promotion or Marketing campaign for any project.

Mike Muraz Chef d'entreprise, Mataora Mauritius / Hong Kong - Excellent collaborateur, Passionné par les nouveaux médias, Innovateur et surtout toujours de bonne humeur

Raoul Maurel General Manager at Tamarina Boutique Hotel Mauritius - Bubbly and creative, Sebastien proposes a hat full of innovative solutions for your communication and brand awareness

## **Articles & Publications**

<https://www.lemauricien.com/article/social-media-optimiser-loccupation-lespace-internet/>

Homes.mu magazine - [www.issuu.com/HomesMauritiusMagazine](http://www.issuu.com/HomesMauritiusMagazine)

Hospitality.mu magazine - [www.issuu.com/HospitalityMauritiusMagazine](http://www.issuu.com/HospitalityMauritiusMagazine)