

COMPANERO

CHRISTOPHE LEENKNECHT

SALES & MARKETING ADVISOR

CONTACT

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 [book a meeting with me](#)



WHY YOU NEED ME

I help companies accelerate growth through performance-driven digital marketing, a solid CRM strategy and supporting automation processes.

My conviction always prevails: We always speak to **people**. The way people discover, evaluate and decide—whether in a business or consumer context—is rooted in psychology. That's why I focus on human-centred marketing that adapts to the level of complexity or information needed—no matter if the decision-maker wears a suit or sneakers.

I help you align tools, content and data with the buyer journey to create meaningful and measurable connections.

SERVICES

- Growth Marketing
- Performance Marketing & Reporting
- CRM & Marketing Automation (HubSpot Marketing Hub, Salesforce, Eloqua)
- Content Marketing Strategy
- Lead Generation & Conversion Optimization
- Interim Marketing Leadership

RECENT ASSIGNMENTS

Growth Marketing & Online Sales

Eneco

MAY 2024 - ...

- Responsible for performance of online energy contract sales (Google Ads, Meta, SEA, SEO).
- Implemented a data-driven growth approach to improve funnel efficiency and conversion.
- Collaborated with media agency, data analysts and internal sales teams.
- Developed dashboards and translated insights into content and media optimizations.

RECENT ASSIGNMENTS

International Digital Project Manager AI

Vandemoortele

MARCH 2023 - APRIL 2024

- Launched international foodservice platform vandemoorteleprofessional.com.
- Coordinated project across internal stakeholders and local markets.
- Supported international roll-out of HubSpot CRM and Marketing Hub.

Digital Marketeer

Surgeonious

APRIL 2023 - JUNE 2024

- HubSpot Marketing Hub onboarding and content strategy for surgical instruments provider.
- Defined buyer journeys and conversion strategy for healthcare professionals

Digital Marketing Strategist

NDQ Logistics

MARCH 2023 - MAY 2023

- Developed content plan for UK logistics specialist, including keyword research, buyer personas and journey.

Digital Marketing Strategist

Inuits Poland

MARCH 2023 - JUNE 2023

- Help shaping inbound marketing strategy, developed topic clusters and actionable conversion paths in HubSpot Marketing Hub.

Digital Marketeer Ad Interim

Decospan

SEPTEMBER 2022- FEBRUARI 2023

- Managed content calendar and executed the marketing strategy for B2C brands.
- Improved marketing automation flows in Microsoft Dynamics.
- Led digital team and oversaw budget and partner management.

EDUCATION

- Bachelor in Communication 1993-1997
HiBo/Egon (now HoGent)

LANGUAGES

- Dutch: ★★★★★
- French: ★★★★★☆
- English: ★★★★★☆
- German: ★★☆☆☆
- Spanish: ★★☆☆☆
- Norwegian: ★★☆☆☆

CERTIFICATES

- Google Digital Marketing | Google Ads | LinkedIn Marketing | HubSpot Solutions Partner
- Certified in: Content Marketing, Growth Driven Design, Inbound, Lead Scoring, CMS for Marketers, Sales Enablement, Platform Consulting

AGENCY LIFE

BBC

AUGUST 2018 - JANUARY 2020

Mia Interactive (iO)

OCTOBER 2015 - SEPTEMBER 2018

Apunta

OCTOBER 2013 - OCTOBER 2015

Cayman Agency (Vanden Broele)

MAY 2010 - FEBRUARY 2013

EARLY CAREER

1998 - 2010

- Econocom - various digital and IT Consultancy roles.
- Specialized in ITIL consultancy projects.

RELEVANT EXPERIENCE

Marketing Automation Campaign Manager AI

D'Ieteren

JUNE 2022 - SEPTEMBER 2022

- Generate more business in sales and after-sales and the execution of the marketing campaigns (email, direct mail, data segmentations)

Marketing Automation Campaign Manager

EDF Luminus

AUGUST 2021 - JUNE 2022

- Managed B2B lifecycle journeys in Salesforce Marketing Cloud
- Developed always-on campaigns and oversaw CRM/data coordination

Senior Marketing Advisor

Tom & Co

APRIL 2021 - FEBRUARI 2022

- HubSpot Marketing Hub onboarding and content marketing coaching
- Set-up customer journey improvements for e-commerce

Digital Marketing Advisor

Standaard Boekhandel

JANUARY 2021 - AUGUST 2021

- HubSpot Marketing Hub onboarding and CDP integration.
- Lead scoring, customer journey design and data cleanup strategy.

LET'S CONNECT!

I'm currently open to new freelance opportunities in growth marketing, marketing automation or digital project management. Preferably hybrid or remote roles with impact.

→ Let's Talk