

Christophe Leenknecht

SALES & MARKETING ADVISOR

EXPERIENCE

FREELANCE SENIOR MARKETING ADVISOR

COMPANERO | 01.2021 - ...

- International Digital Systems Manager Ad Interim (04/2023 - ...)
- Marketing manager Surgeonious (04/2023 - ...)
- Digital marketing strategist NDQ logistics (03/2023 - 06/2023)
- Digital marketer ad interim Decospan (09/2022 - 02/2023)
- Marketing automation manager for B2B division at EDF Luminus (08/2021- 05/2022)
- HubSpot Marketing Professional Hub onboarding and content marketing strategy at Tom&Co (2021-2022)
- HubSpot Marketing Enterprise Hub onboarding & CDP integration project at Standaard Boekhandel (2021).

SALES EXECUTIVE

Blendr.io/Qlik | 01.2020 - 12.2020

- Commercial role to support rapid (international) growth of iPaaS tech start-up Blendr.io both through outreach and inbound techniques.
- Support Marketing with the implementation of HubSpot Marketing Hub Professional.
- Help customers from POC up to and including onboarding process for the iPaaS solution.
- Blendr.io did well and has been acquired by US software company Qlik, late 2020.

DEMAND GENERATION SPECIALIST

BBC | 09.2018 - 01.2020

- Onboarding customers with their marketing automation solutions, mainly linked to HubSpot (also Salesforce, Eloqua and Marketo)
- Coach b2b marketing with different facets of demand generation strategy and tactics.
- Leading workshops with customer facing employees about buyer persona, buyer journey, content mapping and practical implementation of lead generation and lead nurturing processes with marketing automation (Atlas Copco, SIG Air, Elugie, Moore, Seedlink...)



WHY YOU NEED ME

I help B2B companies offer their customers an exceptional customer experience.

Through a blend of marketing, sales and support expertise, together we choose the best tools to help you accelerate the journey from 'strangers' to 'friends'.

SERVICES

Marketing Automation
Content marketing
Lead generation
Sales enablement & CRM
HubSpot onboarding
Ad Interim marketing

CONTACT

christophe@companero.be
+32 478 21 26 21



LET'S TALK!

EXPERIENCE

DIGITAL GROWTH ADVISOR

Mia Interactive (Intracto) 10.2015 | 09.2018 - ...

- Onboard and guide customers with their marketing automation solutions. (Plan International, Henry Schein, Ataraxis, Amplifon, EASI, ISABEL...)
- Together with the digital strategist I was responsible for the marketing automation set-up and supervision of strategic workshops.
- I was also partnership manager for the company with HubSpot and growing business together.

MARKETING CONSULTANT

Apunta (GBL) | 10.2013 - 10.2015

- Responsible for managing digital marketing projects.
- Strategic marketing consultant: helping clients with their communication plan, brand positioning, content marketing, SEO, SEA, direct mail campaigns

KEY ACCOUNT MANAGER

Econocom | 02.2013 - 09.2013

- Already worked for Econocom between 1998 and 2007.
- The goal of the assignment was to start up a new service in collaboration with Apple and Samsung to offer new services around iPad and similar technologies in education and health care.

KEY ACCOUNT MGR/MARKETING MGR

Vanden Broele/Cayman | 05.2010 - 02.2013

- Responsible for selling 'digital' projects: websites, mobile apps, social listening, Showpad...
- Since 2011 also taking over the role as Vanden Broele's marketing manager: developing a new content plan, coordinate marketing activities, organising events, providing keynote speeches.
- Mentor for creative companies for the Chamber of Commerce and Industry (VOKA)

IT CONSULTANCY

1998 - 2010

The first half of my career mainly worked for IT companies (including 7 years for Econocom), mainly as a consultant in the roll-out and optimisation of IT Service Management projects, a.o. at Atos Worldline, ING, Nmbs, Brussels Airport...)

EDUCATION

Bachelor in Communication (1993-1997)
School: Hibo/Egon, now HoGent

CERTIFICATES



Fundamentals of digital marketing -
Google Ads fundamentals - Google
Sales certificate.



LinkedIn Marketing Strategy - LinkedIn
Marketing Solutions Fundamentals.



HubSpot Solutions partner

Content Marketing - Email Marketing -
Growth Driven Design - Inbound -
Inbound Marketing - Sales Enablement -
Objective Based Onboarding - Digital
Advertising - Guided Client Onboarding
- Platform Consulting - Delivering Client
Success - Delivering Sales Services -
Developing a Sales Plan - HubSpot CMS
for Marketers - Sales Hub
Implementation - Selling Sales Services

LANGUAGES

TALK | WRITE | READ

NL:	★★★★★	★★★★★	★★★★★
FR:	★★★★★	★★★★	★★★★★
EN:	★★★★★	★★★★★	★★★★★
DU:	★★	★★	★★★
ES:	★★.	★★.	★★

RECENT ASSIGNMENTS

INTERNATIONAL DIGITAL PROJECT MANAGER AD INTERIM

Vandemoortele | 04.2023 - ...

Launch the platform <https://www.vandemoorteleprofessional.com/> to increase engagement with the company's foodservice solutions.

- Led and managed the project and coordinated with stakeholders. Reporting to steering committee & senior management.
- Support the roll-out of HubSpot CRM and marketing automation international user support (BE, NL, IT, FR, DE, ES).

DIGITAL MARKETEEER

Surgeonious | 04.2023 - ...

Digital marketer for surgical instruments company <https://www.surgeonious.com/>

- Set digital marketing objectives (awareness and conversion).
- Research keywords and develop a content calendar for 2023.
- Onboarding HubSpot Marketing Pro - coaching sales & marketing team.

CONTENT MARKETING STRATEGY

NDQ LOGISTICS | 03.2023 - 05.2023

Develop a content marketing strategy for NDQ logistics, the UK logistics specialist.

- Analysis of actual online presence, review personas and buyer journey.
- Set digital marketing objectives (awareness and conversion).
- Keyword research and develop a content calendar for 2023

INBOUND MARKETING STRATEGY

INUITS POLAND | 03.2023 - 06.2023

Develop an inbound marketing strategy for Krakow based company <https://inuits.it/>

- Analysis of actual online presence, review personas and buyer journey.
- Set digital marketing objectives (awareness and conversion).
- Keyword research and animate workshop to define topic clusters.
- Define conversion paths and implement them in the new website.
- HubSpot Marketing Hub onboarding, coaching the marketing team

DIGITAL MARKETEEER AD INTERIM

DECOSPAN | 09.2022 - 02.2023

Temporary assignment as a replacement for the digital marketer on a maternity leave.

- Managing the Decospan content calendar and B2C brands (Parky, The Twelve, Cabbani)
- Responsible for content creation and distribution through owned, paid and earned media.
- Responsible for the execution of the digital marketing strategy & performance.
- Improve the Marketing Automation System (Microsoft Dynamics 365).
- Budget follow-up, management of the digital marketing partners. Leading and coaching the digital team.
- Sales enabling. Help rethink the Decospan customer experiences.

MARKETING AUTOMATION CAMPAIGN MANAGER

D'IETEREN | 06.2022 – 09.2022

- Temporary operational assignment. Create emails and journeys in SF Marketing Cloud for the different D'Ieteren brands. Gather insights and consolidate these in campaign reporting

MARKETING AUTOMATION CAMPAIGN MANAGER

EDF Luminus | 08.2021 – 06.2022

- Manage automated marketing journeys, for b2b dept throughout the entire customer lifecycle (onboarding, loyalty, retention).
- Develop and implement always-on campaigns, follow-up the progress and improve in coordination with various stakeholders.
- Technical set-up of automated journeys in SF Marketing Cloud, e.g. emails and landing pages, dynamic campaign assets, audience and data selection.
- Capturing the required customer and product data, as well as coordinating the data flow, in order to ensure a qualitative and personalised communication e.g. support communication flows for the b2b quote tool <https://opp.luminus.be/>

MARKETING SENIOR ADVISOR

Tom&Co | 04.2021 – 02.2022

- Analysis of current state: web, seo, sea, social, content grading, marketing toolset and integrations...
- Technical and strategic guidance on setting up and using HubSpot Marketing Hub to grow traffic and drive conversion in the webshop.
- Coaching marketing team in marketing best practices and get the most out of HubSpot marketing automation.
- Develop and roll-out a content marketing based on a topic cluster approach in HubSpot
- Set-up data collection campaign for puppy owners, information campaign for potential shop franchisers, integration of topical content in webshop...

MARKETING SENIOR ADVISOR

Standaard Boekhandel | 01.2021 – 08.2021

- Technical and strategic guidance on setting up and using HubSpot Marketing Hub Enterprise, integration with webshop and CDP (containing >4 million contacts).
- Set up data selection process and data mapping between HubSpot and CDP
- Define and implement a framework for lead scoring.
- Define and implement a data cleaning and data quality process.
- Technical set-up of automated journeys in HubSpot for competitions (win a meet and greet with an author), events, reward high value customers, abandoned cart...