



Sidarth Mehra

Digital Marketing Consultant
Paid Media · Email · Social · Strategy

CONTACT

sidarth.mehra.pro@gmail.com

+48 575 570 574

sidarth-mehra.com

linkedin.com/in/sidarthmehra

Gdańsk, Poland · Remote

CORE SKILLS

Strategy & Full-Funnel Audits

Paid Acquisition (Meta, Google, TikTok, Pinterest, LinkedIn)

Email & SMS Lifecycle (Klaviyo, Salesforce)

Social Media Strategy & Management

Conversion Copywriting & Content

SEO

Reporting & Analytics

CERTIFICATIONS

Salesforce Certified Administrator

Google: Fundamentals of Digital Marketing

HubSpot: Social Media Marketing

HubSpot: Digital Advertising

HubSpot: SEO

Deloitte Agile / SCRUM

LANGUAGES

French: Native (C2)

English: Fluent (C1)

Hindi: Fluent (B2)

Spanish: Professional (B2)

Dutch: Professional (B1)

Polish: Learning (A2)

Sidarth Mehra

Digital Marketing Consultant — Paid Media, Email & Lifecycle, Strategy for DTC and e-commerce brands

Full portfolio & case studies · Detailed role-by-role CV (PDF)

Digital marketing consultant with **7 years** of experience building full-funnel strategies for e-commerce and DTC brands, combining performance marketing, email/SMS automation and conversion-focused copywriting grounded in consumer psychology. Generated **€5M+** in revenue across paid and email campaigns for **+50 clients**, scaled one client's ad budget from €1K to €80K/year at an **8x ROAS**, and manages email & SMS programs across **+1M subscribers** with open rates consistently above industry benchmark.

EXPERIENCE

Freelance Digital Marketing Consultant

May 2025 - Present

SM Digital Marketing · Remote

Running paid media, email/SMS and social strategy end-to-end, specialized for DTC and e-commerce clients, from audit to execution to reporting.

Senior Digital Marketing Consultant

Jul 2023 - Apr 2025

Sia Partners · Brussels, Belgium

Promoted after a year on the team. Led paid media, email marketing (Salesforce & Klaviyo), social and content for retail and e-commerce clients, plus go-to-market strategy and marketing audits. Created strategic content for Sia Partners aimed at bringing in more clients, which went on to land the company 3 major contracts.

Digital Marketing Consultant

Jul 2022 - Jul 2023

Sia Partners · Brussels, Belgium

Joined the digital marketing practice focused on retail clients: paid social advertising, email campaigns, content production and community management.

Business Analyst: Digital Marketing & CRM

Sep 2021 - Jul 2022

Deloitte Digital · Brussels, Belgium

Built and consulted on Salesforce CRM solutions for sales, service and marketing teams and ran client adoption workshops. Learned how customer segmentation and a proper CRM become the basis for maximum revenue.

Junior Auditor

Sep 2019 - Sep 2021

Deloitte · Brussels, Belgium

First job out of university. Audited financial statements and internal controls for retail, energy and chemicals clients at a Big 4 firm.

KEY RESULTS

€5M+

Revenue generated across paid & email campaigns

8x

ROAS scaling a client's ad budget
€1K → €80K/yr

+1M

Email & SMS subscribers managed across flows

58%

Avg. email open rate vs. ~38% industry benchmark

1,000+

Creatives produced for ads, email & social

+50

Clients served across e-commerce & DTC

240K

Instagram followers grown organically, €0 ad spend

44.5%

Real account open rate across 600+ campaigns

EDUCATION

MBA, Triple Degree Program: ICHEC / ULB / UCLouvain

2017 - 2019

Focus on marketing & digital marketing. Erasmus exchange semester at Universidad de Málaga, Spain. Thesis: a mock-up business plan for a matchmaking platform connecting influencers and companies.

BBA: ICHEC Brussels Management School

2013 - 2017

Business Administration, with coursework in marketing, finance and business strategy. Includes an exchange semester at Université de Sherbrooke, Canada.