

Mehak Bhalejwala

DIRECTOR & CMO — MARKETING, CLIENT & GROWTH STRATEGY

"I build the strategy that decides where a business's marketing goes next, then lead the team and client relationships that make it real."

Remote — India & International · [linkedin.com/in/mehakbhalejwala](#)

PROFILE SUMMARY

- Translates business goals into full-funnel marketing strategy across healthcare, e-commerce, sports retail, and B2B — judged on business growth, not campaign output alone.
- Owns client relationships end-to-end for a roster spanning India and multiple European markets, primarily Germany — from first strategy call through pricing, scope, and renewal.
- Directs in-house teams and freelance networks, building delivery structures that scale from a handful of specialists to 10–20+ contributors without losing strategic consistency.
- Advises both newly launched and long-established organizations on positioning and channel selection, honed across close to a decade in school marketing before agency leadership.
- Feeds client and market signals back into product decisions, shaping the roadmap of an in-house SaaS CMS platform from real deployment experience.

EXPERIENCE

Director & CMO

Mar 2024 – Present

Craft My Brand — Repalogic Group, Germany / Repalogic India West Pvt. Ltd. · Remote

- Set marketing strategy and lead client relationships for a European roster, translating Google Ads and Meta Ads performance data into decisions clients act on.
- Design strategy across Meta Ads, Google Ads, Tyrios (in-house SaaS CMS), internal campaigns, and newsletter marketing — planned and quality-controlled personally, delivered through the team and freelance bench.
- Act as the strategic decision-maker for the German market, from strategy call through delivery.
- Feed real client challenges back to the development team on Tyrios, shaping product decisions from the ground up.
- Set the project management framework and sprint cadence in Jira and Confluence, directing execution.
- Mentor the in-house team and freelance bench to reason through problems like consultants, not just execute against a brief.
- Retained a flagship client for 1.5+ years and counting; scope has expanded, not shrunk.
- Decide where AI tools (Claude, ChatGPT, Gemini, Perplexity, Canva AI, Notion AI, Zapier/Make) belong in the workflow, then build the systems the team runs on.

Digital Marketer

Jun 2022 – Mar 2024

repalogic GmbH, Germany · Remote

- Served as day-to-day point of contact for a Germany-based tech company's marketing, working directly with the CEO and core team.
- Owned strategy and execution oversight across organic and paid campaigns, translating business goals into channel plans.
- Built working fluency in European business culture and remote, cross-border collaboration.

School Marketing Lead & Educator

2013 – 2022

Jain Public School · Essar International School · Tapti Valley International School — Surat & Bengaluru, India

- Advised school leadership on positioning for both newly launched institutions and long-established schools defending their standing.
- Decided the channel mix for each school's outreach — local press, print, community events, and early social media — years before "digital marketing" was a formal function in Indian schools.
- Directed offline marketing and admissions strategy: street-level activations, mall promotions, and education fairs.
- Built curriculum and phonics training programs adopted across faculty, alongside marketing collateral for admissions.
- Multiple teaching excellence awards; the widening scope of the marketing work prompted the full-time move into marketing consulting in 2022.

EDUCATION & CERTIFICATIONS

Professional Certificate, HR Management & Analytics

Indian Institute of Management, Kozhikode

2021 – 2022

Certified Digital Marketing Master Course

Digital Vidya

Bachelor of Commerce, Business Admin. & Management

METAS Adventist College

2012 – 2015

CORE COMPETENCIES

Marketing Strategy & KPI Design	Go-to-Market Planning	Brand Positioning & Messaging	Client Strategy & Advisory	Cross-Border Team Leadership
Full-Funnel Campaign Architecture	Budget & Proposal Management	Performance Analytics & Reporting	SaaS & Performance Marketing	Content & Social Strategy
Talent Development & Coaching	Offline & Field Marketing	AI-Driven Workflow Automation	Newsletter & Lifecycle Marketing	

TOOLS & PLATFORMS

Google Analytics (GA4), GTM, Search Console, Looker Studio · Meta Business Suite, Meta Ads Manager, Google Ads · SEMrush, Ahrefs · HubSpot, Mailchimp · Shopify, WordPress · Jira, Confluence · Claude, ChatGPT, Gemini, Perplexity, Canva AI, Midjourney, Notion AI, Zapier/Make

INDUSTRIES SERVED

Healthcare · E-Commerce · Sports & Retail (Germany) · B2B Sales & Marketing · SaaS · Education

INDEPENDENT CONSULTING

Advises friends- and family-owned businesses, including a food business and an e-commerce brand, on building a digital presence and standing out online. Also the go-to person for making AI tools genuinely useful in day-to-day work. Unpaid, ongoing, and where strategy gets tested outside the agency.

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