

AKSHAY GONDKAR

Creative Head

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PROFILE SUMMARY

Creative Lead with 8+ years of experience across creative direction, brand strategy, integrated campaigns, and performance marketing.

I lead cross-functional teams across copy, design, and video to build campaigns that balance brand storytelling with measurable performance outcomes. My work spans FMCG, automobile, jewellery, D2C, and real estate across digital, mainline, and performance ecosystems.

Strong focus on AI-assisted creative workflows, conversion-led storytelling, and scalable content systems designed for speed, clarity, and ROI.

CAPABILITIES

Creative Direction | Brand Strategy | Integrated Campaigns | Content Strategy | Performance Marketing | Conversion Optimization | Stakeholder Management

Craft & Execution:

Copywriting (Print, OOH, Digital) | Scriptwriting (TVC, DVC, Digital Films) | Campaign Concepting | Creative Production (Shoot & Post Supervision) | Digital Marketing & Social Media Strategy | Performance Ad Copy (Meta, YouTube) | Creative Testing & Iteration Systems | AI-Assisted Creative Workflows

WORK EXPERIENCE

CREATIVE HEAD – BRANDSWITCH

MAY 2025 - PRESENT

- Leading a 12+ member team across copy, design, video, and motion through cross-functional collaboration and stakeholder alignment
- Driving creative direction, brand positioning, and campaign strategy across integrated campaigns
- Implementing AI-assisted workflows to accelerate ideation, first drafts, and creative iterations
- Improving output quality and consistency across digital, mainline, and performance channels
- Contributing to business growth through pitch strategy, concept development, and stakeholder presentations
- Driven by strategic pitching and client presentations; secured 3 new accounts with a mix of Digital and Integrated (Mainline) mandates, significantly scaling the agency's portfolio.

WRITER/MANAGER – PRIME FOCUS TECHNOLOGIES

DEC 2022 - MAY 2025

- Led creative strategy and campaign development across 60+ brand pitches
- Managed cross-functional teams across copy, design, production, and post-production
- Developed integrated campaigns across digital platforms and branded content
- Spearheaded the creation of integrated video assets, spanning TVC/DVC, cinematic product launches, and high-performance digital ad suites (Bumper Ads, Product Windows, and Social-first content).
- Delivered campaigns within tight production budgets and timelines while maintaining creative integrity
- Enabled faster execution through structured workflows and collaborative planning

Interim Creative Leadership: Stepped into the role of Acting Creative Head during a leadership transition; successfully managed all agency creative output and led the team for 6 months.

SCRIPT WRITER & DIRECTOR – DIGITAL INCNUT

SEP 2020 - MAY 2022

- Built scalable D2C performance content systems across Vedio and SkinKraft
- Wrote 300+ scripts for YouTube Ads, Meta Ads, and retargeting funnels
- Optimized creative based on CTR, conversion rates, and thumb-stop performance signals
- Increased iteration speed by developing repeatable creative formats across campaigns
- Mentored junior writers and improved team-wide creative output

SENIOR SCRIPT WRITER – GYNOVEDA

MAY 2022 - OCT 2022

- Managed a team of 2 in-house writers.
- Developed high-conversion performance marketing scripts across Meta and YouTube

- Directed 40+ A+B content pieces, optimized for hook rate, retention, and audience engagement
- Contributed to brand voice development and content strategy aligned with conversion goals
- Worked closely with marketing teams to align creative with customer journey and ROI outcomes

COPYWRITER – BRANDSWITCH

MAY 2017 - AUG 2020

Developed campaigns and communication strategies across FMCG, real estate, and lifestyle brands

- Worked across print, OOH, digital, and social platforms
- Supported brand launches, repositioning, and integrated campaign development
- Collaborated across design and strategy teams to deliver cohesive brand communication

PROJECTS

PERNOD RICARD

30 DAYS

Conceptualized an integrated marketing campaign for Pernod Ricard’s premium portfolio, aimed at showcasing the breadth of its international beverage catalogue.

Developed the core idea under well celebrated Order A Country's execution route for North Indian Market, positioning each drink as an experience of origin

Built the campaign across in-store and club activations to drive visibility and engagement

Designed large-format experiential setups (Ballantine’s, Chivas) to create immersive brand interactions

Introduced game-led engagement formats to increase participation, dwell time, and recall

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EDUCTAION

Engineering Diploma (10+3)

Chemical Engineering | Govt. Polytechnique Kolhapur, 2012

BA

Journalism and Mass Communication | Amity University, Pursuing

ADDITIONAL INFORMATION

Languages: English, Hindi, Marathi, Bengali