

Dushyant Khandge

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SUMMARY

Creative strategist and agency leader with over two decades of experience driving impactful campaigns across diverse sectors, including entertainment, fashion, retail, and corporate. Known for a sharp ideation edge and the ability to bridge creative vision with business outcomes, I have led cross-functional teams, built client relationships, and delivered innovative multi-channel strategies at scale.

Industries and Clients:

- TV: 9+ channels in 3 languages
 - Films: Viacom18, Dharma Productions, FOX Star, Balaji, Venus, Maddok, Illumanati, UV Creations
 - OTT: Amazon Prime, Netflix, Hotstar
 - Radio: Radio Mirchi 98.3, Love FM, ISHQ FM
 - Fashion & Retail: Vero Moda, Only, Jack and Jones, FCUK, Zegna, Paul and Shark
 - Corporate: Nerolac, Birla Opus Paints, Flipkart, Motorola TV, MasterChef Appliances, Crompton, Green Ply, Legrand Switches
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WORK EXPERIENCE

Account Director + Partner.

7th Sense LLC | Mumbai | Feb 2021– Present

- Built and led high-performing servicing teams from scratch, overseeing full-cycle recruitment and onboarding.
- Designed and implemented streamlined processes that improved project turnaround time by 30%.
- Served as the primary point of contact in the escalation matrix for all clients, as well as for internal creative and client servicing teams.
- Established creative quality benchmarks and review systems to maintain brand consistency and innovation

Account Director – Films & OTT.

Marching Ants | Mumbai | 2019 – 2021

- Spearheaded OTT marketing campaigns for Amazon Prime, Hotstar, and Viacom18, enhancing viewer engagement across platforms.
 - Conceptualized and executed 360° movie marketing plans, including digital, on-ground, and experiential activations.
 - Fostered direct collaborations with directors and producers, delivering high-impact promotional strategies.
 - Guided cross-functional teams across creative and servicing departments to meet campaign KPIs.
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Partner

Josh and Joshi | Mumbai | 2013 – 2019

- Co-founded the agency and grew client portfolio in entertainment and fashion, securing major accounts like Radio Mirchi and PlayStation.
 - Delivered multi-city marketing campaigns including Mirchi Music Awards, Green Marathon, and Martin Garrix India Tour, Brian Adams the ultimate tour.
 - Developed award-winning concepts such as Radio Mirchi's 'Spell Bee', India's largest spelling competition.
 - Oversaw campaign budgets, media coordination, and strategic partnerships ensuring 100% timely execution.
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Account Director – Films & Corporate.

Marching Ants | Mumbai | 2011 – 2013

- Led a 12-member servicing team managing campaigns for Hollywood and Bollywood productions.
 - Supervised end-to-end marketing deliverables including corporate videos, print media, and digital storytelling.
 - Strengthened client relationships and ensured quality control for top brands like Jack & Jones and Viacom18.
 - Managed and executed the budgeting, planning, and final delivery of photoshoots and video shoots for over 30 feature films and corporate videos
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EDUCATION

Post Graduate Diploma in Business Administration (PGDBA) –

Welingkar's | Mumbai | Oct 2019

Majored in Marketing as my specialization in the final year.

Bachelor's in mass media (BMM) – 2005

Mumbai University | Mumbai | 2005

Specialization in Advertising

Certifications

- Extensive online course on AI (Artificial Intelligence) learning.
- Extensive Course in Complete Digital Marketing covering Direct Mailing, Marketing Research, Google Analytics, Google AdWords, Social Media Marketing, Website designing etc.

Portfolio and Online presence

Blog page:

www.dushyykrights.com

Youtube channel:

www.youtube.com/@dushyantkhandge304

Extracurricular and Community Engagement:

- Member, Rotary International
- Board of Director - Club Service Projects (2024-2025)
- Board of Director - Youth Service (2023-2024)
- Avid Reader & Blogger
- Amateur Cricketer - IFCR Rotary Premier League (2023-2025)