

Indrani Ganguly

📍 Mumbai, India ✉ mail@indrani.me 🌐 <https://indrani.me> in indranig

Work

The Gamesage, *Video Game Journalist*

10/2018 – present

- Writing about video game industry for an Indian audience
- Previewing and reviewing games
- Writing opinion pieces about games, with a focus on indie spotlights, gender representation, etc.

Frappe Technologies, *Technical Writer*

01/2020 – present

- Enabling small business owners to implement and use Enterprise Resource Planning software by creating a comprehensive guide

Bloomstack Corp., *Marketing, Branding, Technical Writing, & Content Writing*

03/2018 – 12/2019

Independent Consultant

- Devised a thorough syllabus and content for user and implementer training and certification
- Condensed incredibly complex ERP workflows into extensive user-friendly documentation
- QA-tested the software for workflow processes, UX improvements, and bugs
- Created and nurtured the brand's tone, image, and ensured it was present in the software & all its accompanying content
- Trained newer recruits in adapting Bloomstack's signature tone

Marketing Intern

- Helped build a distinctive brand identity
- Managed the social media outreach
- Worked on market and competition research
- Wrote articles about topics relevant to the American cannabis industry

Havmore Insurance, *Freelance Content Writer*

08/2018 – 11/2018

- Curated and fine-tuned their existing user-facing content
- Social media management

Cobalt Arts, *Freelance Content Writer*

08/2018 – 11/2018

- Handled consumer interactions, outreach
- Conceptualized marketing campaigns for visibility
- Social media management & engagement

Private Entity, *Ghostwriter*

07/2018 – 08/2018

- Wrote weekly mailing lists about stock market trends along with witty commentary

1018mb Expo Media, *Marketing & Content Writing Intern*

01/2018 – 05/2018

- Curated content based on the on-demand movie screenings
- Customer service management
- Social media management & engagement
- Maintained and updated the website regularly

About Me

A bookworm with a flair for crisp and engaging writing. From technical documentation writing to engaging articles, I can help make complex concepts human-friendly.

Skills

Writing, Marketing, Community Management, Research, Social Media Marketing, Customer Service, Consumer Engagement, Copywriting, Editing, Proofreading

Personal Blog

Able Naari, <https://ablennaari.com>

A play on the Hindi term *abla naari* ("helpless woman"). Here I talk about women, mental health, LGBTQ+ issues, representation, and other things I'm passionate about.

Play

Writing

My first rodeo was a 'newsletter' that I wrote at 9 about my household drama. It's been an uphill journey since - writing stories, blogs, poetry, software documentation, video game journalism, etc.

Gaming

Video games are an art form like no other. If we're not working together, we can still game together. (And eyes up, Guardian.)

Tabletop RPGs

Dungeons & Dragons brings together a little bit of everything that I love: stories, people, drama, fantasy, and polyhedral dice. On Sundays, I'm a wizard.

Feminist Discourse

I'm incredibly passionate about gender and disparity issues that exist within India and globally. I welcome all conversations surrounding it.

Reading

The idea that people have the ability to weave intricate tales which transport us into entirely different realms never fails to leave me awestruck.