

Indrani Ganguly

📍 Mumbai, India ✉ mail@indrani.me 🌐 https://indrani.me in IndraniG

About Me

A marketing swiss army knife. Driven by a passion to bring people together through honest marketing and empathetic community building.

Skills

Community Management, Digital Marketing, Consumer Engagement, Research, Copywriting, Communication Strategy, Writing, Editing, Graphic Design, Wireframing, Customer Service

Education

Bachelor of Mass Media - Advertising, *Sophia College for Women*

- Graduated with a GPA of 9.2 out of 10
 - (US equivalent of a 3.7 GPA)

Technical Proficiencies

Instagram, Facebook, Twitter, Discord, Adobe Suite, HootSuite, Buffer, Microsoft Office, Google Suite, Libre Office, Trello, Notion, AdWords, Canva, ERPNext, WooCommerce, WordPress, Zoho, Shopify, GitHub

Work

03/2021 – present

Co-Founder, *Desis & Dragons*

- Co-founded India's largest TTRPG-centric community
- Built the Desis & Dragons brand through social media and content marketing
- Devised a content strategy plan for the brand's YouTube channel, including live-streams and limited productions
- Built a strong brand following by inviting multiple successful TTRPG personalities to the brand's YouTube channel

01/2020 – present

Founder & Owner, *Nonagon Dice*

- Founded the first-of-its-kind handmade TTRPG accessories business from India
- Built the Nonagon Dice brand from the ground up, including brand visuals and tone
- Gained 5,000+ followers across platforms through social media and content marketing

10/2018 – present

Video Game Journalist, *The Gamesage*

- Created video content for the Indian gaming audience
- Generated discourse around games, with a focus on indie spotlights and female and LGBTQIA+ representation on social media platforms

09/2020 – 10/2021

Content Marketer & Technical Writer, *Parsimony*

- Empowered e-commerce business owners to run and scale operations by writing over 300 SOPs on various topics
- Constructed brand guidelines that acted as a north star for developers and content writers

01/2020 – 07/2020

Technical Writer, *Frappe Technologies*

- Enabled small business owners to implement and use ERP software by creating a comprehensive, brand-neutral guide that teaches absolute beginners everything about ERP software and how to benefit from it

03/2018 – 12/2019

Marketing Associate, *Bloomstack*

- Built Bloomstack's distinctive brand identity and created a brand book
- Ensured that the brand guidelines were followed across all media and within the product
- Trained new marketing recruits in adapting the brand's tone
- Condensed incredibly complex ERP workflows into extensive user-friendly documentation and devised study material for implementer-facing ERP training

01/2018 – 12/2018

Freelance Work & Internships, *Various Employers*

- Worked with various brands to create brand books, manage social media and community development, and attract new customers through digital and email marketing

Advocacy

Roll for Initiative, *Fundraiser by Nonagon Dice*

- Worked on multiple fundraising endeavors through *Nonagon Dice*, raising over \$1700 for charities including Women for Women, Critical Role Foundation, Shanti Bhavan, and PinkList India

Interests

Feminist Discourse

I'm incredibly passionate about gender and disparity issues that exist within India and globally.

Tabletop RPGs

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

Gaming

Video games are a storytelling medium like no other. I love playing games of all types of genres. I'm a big fan of narrative-driven RPGs and love discovering indie games.