Indrani Ganguly

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

Work

Co-Founder, *Desis & Dragons*
03/2021 – present
- Co-founded India's largest TTRPG-centric community
- Gained over 2,000 followers across platforms in the span of 8 months through social media and content marketing
- Built a strong brand following by inviting multiple successful international TTRPG personalities to the brand's YouTube channel
- Devised a content strategy plan for the brand's YouTube channel, including live-streams and limited productions

Founder & Owner, *Nonagon Dice*
01/2020 – present
- Founded the first-of-its-kind handmade TTRPG accessories business from India
- Gained 5,500+ followers across platforms through social media and content marketing in the span of 1 year
- Featured in national news outlets for strides made in the TTRPG space, a first for the Indian TTRPG industry

Content Creator, *The Gamesage*
10/2018 – present
- Filling a gap in the Indian gaming industry with video content such as podcasts, reviews, commentary, etc.

Content Marketer & Technical Writer, *Parsimony*
09/2020 – 10/2021
- Empowered e-commerce business owners to run and scale operations by writing over 350 SOPs on various topics
- Created a content strategy for the company that increased client acquisition by 30%

Technical Writer, *Frappe Technologies*
01/2020 – 07/2020
- Enabled over 30 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

Marketing Associate, *Bloomstack*
03/2018 – 12/2019
- *Marketing Associate*
  - Built Bloomstack's distinctive brand identity and created a brand book, used by the entire team as a bible for tone and visuals
  - Ensured that the brand guidelines were followed across all media and within the product, creating a cohesive experience for customers
  - Managed and trained new recruits
  - Condensed incredibly complex ERP workflows into extensive user-friendly documentation, helping onboard over 10 clients
  - Devised study material for implementer-facing ERP training, enabling third-party implementers to onboard customers

- *Marketing Intern*
  - Increased website engagement by 30% with written articles about the B2B American cannabis industry
  - Conducted market research that directly helped the development team in building the product

Freelance Marketing & Internships, *Various Employers*
01/2018 – 12/2018
- Established a strong brand tone for 3 Indian brands (**1018mb Expo Media, Havmore Insurance, Cobalt Arts**) by creating distinct brand identities
- Grew audiences by 30%-60% through social media management and email marketing

Education

Bachelor of Mass Media - Advertising,
Sophia College for Women

Skills

Marketing
Digital Marketing, Social Media Marketing, Creative Strategy, Communication Strategy, Consumer Engagement, Data-Driven Marketing

Communication
SEO, Research, Copywriting, Writing, Editing, Graphic Design, Wireframing

Technical Proficiencies

Platforms
Instagram, Facebook, Twitter, Discord, LinkedIn

Creative Software
Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Canva

Management
HootSuite, Buffer, Trello, Notion, ERPNext, WooCommerce, WordPress, MailPoet, Zoho, Shopify, GitHub, MailChimp

Productivity Software
Microsoft Office, Google Suite, Libre Office

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

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.

Dice Making
I create handmade instruments of fate (otherwise known as dice). This hobby spawned Nonagon Dice, my TTRPG accessories business.

Gaming
Video games are a storytelling medium like no other. I love playing games of all types of genres, from big box games to indie titles.