

# Indrani Ganguly

Marketing Generalist | Game Designer

🌐 Website   in LinkedIn   ✉ mail@indrani.me

📍 Mumbai, India

## EDUCATION

**Bachelor of Mass Media - Marketing**, *Sophia College for Women*  
GPA: 3.7 | Grade: A+ | Studied consumer psychology, branding, design, creative writing, copywriting, and mass media at large.

## 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, Interviewing

### Game Design

Tabletop Mechanics Design, Worldbuilding, Adventure Design, Narrative Design

## 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

## RECOGNITION & SCHOLARSHIPS

### Future Class Inductee, *The Game Awards*

8th December 2022

- Inducted into The Game Awards Future Class, a cohort of 50 individuals who represent the "bright, bold, and inclusive future of video games" for my work and activism in the Indian gaming industry

### Scholarship Recipient, *Big Bad Con*

27th October 2022

- Received a scholarship from Big Bad Con, a TTRPG industry convention, to participate in the PoC Programming track in San Francisco, California

## NGO VOLUNTEERING

### Big Bad Con, *PoC Programming, South Asia Lead*

June 2022 – present

- Scouted and supported TTRPG creators from India to attend Big Bad Con through the convention's scholarship program, giving marginalized creators access to a revolutionary career growth opportunity

## ADVOCACY

### Fundraising Initiatives

Worked on multiple fundraising endeavors through *Nonagon Dice* and *Desis & Dragons* raising over \$5000 for charities including Women for Women, Critical Role Foundation, Shanti Bhavan, Jasper's Game Day, Project: HOPE, PinkList India, and Milaap Foundation

## WORK

### Desis & Dragons, *Co-Founder*

March 2021 – present

- Co-founded India's largest TTRPG community
- Gained over 3,500 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 Twitch & YouTube channels

### Nonagon Dice, *Founder*

January 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

### The Gamesage, *Educator & Curriculum Designer*

October 2018 – present

- Educating marginalized media students in India about video games in contemporary society at Sophia College for Women
- Mentoring aspiring media professionals in India to explore non-tech careers in video games

### Freelance, *Game Designer*

- Writing and designing tabletop roleplaying games, supplements, and settings for personal projects as well as established TTRPG publishers, i.e. MCDM, Renegade Studios

### Hunters Entertainment, *Marketing Director*

February 2023 – present

- Raised almost \$200k in crowdfunding for Alice is Missing: Silent Falls, a tabletop RPG
- Building a consumer community and managing B2B communications
- Devising marketing strategy for crowdfunding projects

### Publishing Goblin Games, *Marketing & Social Media Lead*

December 2022 – present

- Laying the marketing groundwork for Publishing Goblin's upcoming TTRPG project, Confluence
- Raised \$500k for Publishing Goblin's crowdfunding project, The Alleyway Oracles

### Pariah Interactive, *Marketing Communications Lead*

April 2022 – May 2023

- Ideated, developed, and presented pitch decks for the company's game to publishers, with who I directly established relationships with
- Wrote dialogue and provided narrative design assistance for the company's video game, helping the team create a tonally-fit story
- Set the groundwork for the brand's future marketing campaigns, tone, and digital presence by creating a unique brand positioning
- Established brand identity, target customer personas, and a distinct visual identity to create a north star for the company's marketing team

### Shanti Bhavan Children's Project, *Social Media Manager*

March 2022 – August 2022

- Expanding Shanti Bhavan's target audiences and refreshing their social media presence through marketing campaigns that have seen a 30% increase in engagement & reach

### Parsimony, *Content Marketer & Technical Writer*

September 2020 – October 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%

### Bloomstack, *Marketing Associate*

March 2018 – December 2019

- Built Bloomstack's distinctive brand identity and created a brand book, used by the entire team as a bible for tone and visuals
- Condensed incredibly complex ERP workflows into extensive user-friendly documentation, helping onboard over 10 clients