

Indrani Ganguly

📍 Mumbai, India ✉ mail@indrani.me 🌐 indrani.me in linkedin.com/in/indrani

Work

The Gamesage

Video Game Journalist

10/2018 – present

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

Bloomstack Corp.

Marketing, Branding, Technical Writing, & Content Writing

03/2018 – 12/2019

Independent Consultant

- Devised a thorough syllabus & study material 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 through social media outreach and content
- Wrote articles about topics relevant to the American cannabis industry
- Worked on market and competition research

Havmore Insurance

Freelance Content Writer

08/2018 – 11/2018

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

Cobalt Arts

Freelance Content Writer

08/2018 – 11/2018

- Conceptualized marketing campaigns for visibility
- Social media management & community engagement

Private Entity

Ghostwriter

07/2018 – 08/2018

- Wrote weekly mailing lists about stock market trends along with witty commentary, based on pointers provided by the client

1018mb Expo Media

Marketing & Content Writing Intern

01/2018 – 05/2018

- Curated content based on the on-demand movie screenings
- Social media management & community interaction, along with customer service
- Maintained and updated the website regularly

About Me

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

Skills

Technical Documentation Writing, Creative Writing, Copywriting, Editing, Proofreading, Research, Ghostwriting, Consumer Engagement, Customer Service, Social Media Marketing

Personal Blog

Able Naari

<https://ablenaari.com>

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

Play

Writing

My first rodeo was a 'family newsletter' that I wrote at 9. It's been an uphill journey since - creative writing, 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.