

Pratyush Raj

Work Experience

Marketing Consultant

Emberbane | February 2023 - Present

- Upcoming Metroidvania - helping with kickstarter and overall marketing
- Handling the social media presence for developers on Twitter, Reddit etc
- Helping create mailing lists and sending them out to influencers
- Helping create marketing assets and a brand identity for the developers

Marketing and Community Management

Bio-Gun | November 2021 - Present

- Upcoming game, production in full swing, responsible for all marketing efforts
- Handling the social media presence for developers on Twitter, Reddit etc
- Networking with influencers and content creators
- Helped in achieving 5000 wishlists

Marketing Consultant

AI: Absolute (Project Halted) | September 2021 - July 2022

- Upcoming game, early dev phase. Genre - 2D-Metroidvania-immersive sim
- Providing market research and campaign testing
- Networking with communities and content creators
- Developing marketing strategies and managing social media
- Creation of marketing assets

Communications Associate

SAP Labs India | March 2020 - March 2022

- Responsible for regular internal communications that go out to employees
- Strategizing communications for key company-wide initiatives
- Creating content for external stakeholders

Digital Marketing Consultant

Severed Steel | April 2020 - May 2020

- Served as liaison to filter messages from the community to developers
- Recommended new outreach ideas and set up accounts when approved
- Was passionate for the product and marketing during pre-alpha dev phase
- Researched competitors and their launch strategies to ensure minimal overlap

Content Creator/Cofounder

GamingPurists | February 2018 - Present

No major milestones as of yet. Through our passion for games, however, we have been able to create a small passionate community and have been able to reach out to various people within the industry. Our content is sporadic but high in quality; primarily because our focus is on niche games and about game design/philosophies, not just news posting/trend chasing, etc,

Lead Content Creator

IndianNoob (Now Gameffine) | June 2015 - December 2017

Critical in growing the site, taking it from from 1.8mn Alexa rank to 440,000
Was responsible for blog and social media content
Set up partnerships with organizations across the globe
Was part of multiple events in the Indian gaming industry (eg - IGX)

Academic History

Ajeenkya DY Patil University, Pune, Maharashtra, India Graduated
BBA in Media & Communication | Batch - 2017 - 2020

Passed with a GPA of 8.1 (Out of 10)
Conducted a pan India e-sport event sponsored by HP (Hewlett Packard)
Helped in strategizing communications for college events

Key Skills

Content writing/creation
Video/Photo editing
Digital Marketing
Event planning/management
Videography/photography

Get in touch!

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