

# ROBIN GHOSH

Quest Design + Storytelling



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## PROFESSIONAL EXPERIENCE

### Games Analytics Specialist – Big Viking Games

September 2022 – Present

- Develop and execute data strategy initiatives to create content optimization recommendations
- Support content design team with data-backed research and providing insights on historical data
- Ideate and execute new data research to understand player interaction behaviour

### Intermediate Content Designer – Big Viking Games

October 2021 – September 2022

- Develop data analytics strategies to measure the impact of our content pipelines, and generate recommendations
  - Ideate and develop content plans for digital store items using analytics and item optimization strategies
- Assessment of current game mechanics and developing game documents for new mechanics to advance the game

### Senior Editorial Writer – Gaming Access Weekly (Toronto, Ontario) (Number of content + analytics)

February 2019 – Present

- Produce high-impact copy for video game-centric demographic on web and social media.
- 30+ editorial pieces developed that discuss deeper topics within the gaming industry and related subject matter
- Test and critique new releases to review the product to inform the audience on the quality of the product

### Content Marketing Specialist – Clarity Recruitment (Toronto, Ontario)

October 2019 – October 2021

- Produce original content including 40+ videos (interviews with CFOs & CEOs, webinars etc.)
- Maintain and grow Clarity's social media presence on LinkedIn (30%+ followers over 2020), Twitter, Instagram etc.
- Grow Clarity's subscriber base through multiple email marketing campaigns (3000+ new subscribers)

## ACCOLADES

### "UnEarth" – Award Winning Role-Playing Game – Resilience Game Design Competition 2022-2023 ([Jennifer Ann's Group](#))

- Developed an original science-fiction world, with emphasis on high quality quests and engaging stories
- Developed original characters, lore documents, item descriptions to flesh out world and characters
- Created regular cadence of quality assurance, testing and iterating to ensure a bug-free experience

## EDUCATION

### Master of Arts / Media Production

2017 – 2018 / Ryerson University (Toronto, Ontario)

### Bachelor of Applied Arts / Media Studies

2010 – 2014 / University of Guelph (Toronto, Ontario)

### Diploma of Journalism / Print and Broadcast

2010 – 2014 / Humber College (Toronto, Ontario)

## SKILLS

- Adobe CC (Premiere, Photoshop, Lightroom)
- Altassian
- Content Optimization
- Copywriting
- Dialogue Development (ambient/branching)
- Editorial Experience
- Growth Marketing & Strategy
- Game Performance Analytics
- Google Suite (Sheets, Doc, Slides)
- MS Office (Word, Excel, Outlook.)
- Quest Design / Development
- Storytelling / Narrative Development