



# ANMOL BAID

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## PERSONAL PROFILE

I am a marketing and strategy manager with experience of being on both agency and brand side. Digital, brand identity and consumer understanding are my strengths.

## WORK EXPERIENCE

### Strategy & Business Manager

Foxymoron | June 2019 - present

- Creating digital-first business and brand strategies for products and services across industries, both product and service.
- Forging business partnerships between brands and Foxymoron. From lead nurturing, pitching and commercials.
- Overseeing and executing live high-intensity projects for brands.
- Running a lean high-functional team addicted to deliver.

### Senior Marketing Executive

PS Group | May 2018 - May 2019

- Developing and deploying successful marketing campaigns and their implementation from ideation to execution.
- Coordination with the agency to harness high quality results for content & Media.
- Social media management, event management, budgeting, brand communication and designing unique programs for customer engagement.

## OTHER EXPERIENCES

### Past Work

- Atal Innovation Mission : Mentor For Change
- Divyanshu Damani : Creative & Management (Part-time)
- TATA Steel Kolkata Literary Meet : Management Intern
- ABP Group (The Telegraph) : Writer
- UNICEF Tiny Stories: Writer
- Framed : Brand Content Creation
- All Children Together Trust (NGO) : Science Teacher
- IIM Ahmedabad : Scholar For Change

### Achievements

- Created marketing strategies for over 35+ brands in the last year and generated over 20Cr of revenue due to business wins.
- LinkedIn MTV GetAJob Season 4 finalist among 55000 applications across.
- 25th in a national list of 100 by GrowthHub as "A Reason To Visit an NGO"




## CONTACT

-  Bengaluru, Karnataka
-  +918100977617
-  [anmolbaid0@gmail.com](mailto:anmolbaid0@gmail.com)
-  [anmolbaid.com](http://anmolbaid.com)
-  [linkedin.com/in/anmolbaid/](https://linkedin.com/in/anmolbaid/)

## SKILLS SUMMARY

- Digital Marketing
- Brand Trajectory
- Martech
- Strategy
- Team Work
- Leadership

## EDUCATION

-  PGDM in BUSINESS MANAGEMENT  
NMIMS Global Access 2016-18
-  MASTERS OF ARTS : JOURNALISM & MASS COMMUNICATION  
University of Calcutta 2018-18
-  BACHELOR OF ARTS : JOURNALISM & MASS COMMUNICATION  
South Calcutta College 2013-16