

## ABOUT ME

I'm 24 year old motivated individual with far-flung interests. I'm inquisitive, curious, opinionated and observant. A serial achiever, workaholic and ethical person, I leave no stone unturned to surpass my goals. My confidence stems from my integrity & I believe people are awesome. I aspire to inspire.

## CONTACT

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🏠 Kolkata, India

## EDUCATION

### PGDM IN BUSINESS MANAGEMENT

NMIMS Global Access  
2016-2018

### MASTER OF ARTS: JOURNALISM & MASS COMMUNICATION

University of Calcutta  
2016-2018

### BACHELOR OF ARTS: JOURNALISM & MASS COMMUNICATION

South Calcutta Girls' College  
2013-2016

## SKILLS

### PROFESSIONAL SKILLS

Advertising  
Branding  
Marketing  
Mass Communication  
Social Media Marketing

### INTERPERSONAL SKILLS

Leadership  
Creativity  
Team Work

# ANMOL BAID

www.anmolbaid.com

## CURRENT WORK

### SENIOR MARKETING EXECUTIVE

PS Group Realty | May 2018 - Present

Developing and deploying successful marketing campaigns and their implementation from ideation to execution, coordination with the agency, employing organic and paid acquisition channels for lead generation, social media marketing, event management, budgeting, brand communication and designing the unique loyalty program for eastern India's biggest realty firm.

### ENTREPRENEURSHIP AND INNOVATION MENTOR OF CHANGE

Atal Innovation Mission - NITI Aayog | April 2018 - Present

Fostering curiosity, creativity and imagination in young minds and to inculcate skills such as design mind-set, computational thinking, adaptive learning and physical computing to empower young minds towards innovation and entrepreneurship.

## PAST

### WORK

The Divyanshu Damani : Creative & Management Operations	Sep 2017 – Apr 2018
TATA Steel Kolkata Literary Meet : Management Intern	Jan 2017 – Feb 2017
The Dorm Shop : Chief Content Officer	Jan 2016 – May 2016
ABP Group (The Telegraph) : Writer	Dec 2014 – May 2016
Wooplr : Cluster Manager	Aug 2015 – Dec 2015
Campus Diaries : Scrum Master	Aug 2015 – Oct 2015

### PROJECTS

Framed : Brand Content Creation  
The Dorm Shop : Designing Summer Internship  
Wooplr : Launch Campaign - Kolkata  
Mozilla OneWeb Kolkata Workshop : Teaching Volunteer

### ACTIVITIES

UNICEF Tiny Stories: Writer  
CII And Press Club: Orientation Program for Business Journalism  
Internal Centre For Culture And Education And UN: Climate Counsellor

### SOCIAL WORK

All Children Together Trust (NGO) : Science Teacher (3 years)  
IIM Ahmedabad : Scholar For Change (2 terms)

### ACHIEVEMENTS

LinkedIn Influencer with over 5K+ followers.  
LinkedIn MTV GetAJob Season 4 finalist among 55000 applications across.  
India25th, in a national list of 100 by GrowthHub as A Reason To Visit an NGO.  
Best Student Award for overall performance in college.  
Creator behind a multi-million viewed video.  
A Global Shaper for the World Economic Forum.  
Poem for soldiers, retweeted by Prime Minister Narendra Modi.