

# Noopur Baid

21 | Female | IMNU | Major – Marketing | Minor – Digital Transformation & Analytics



ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
B. A. Economics	2020-2023	St. Xavier's College, Ahmedabad	69.90 %
XII   GSEB	2019-2020	Doon International Public School International, Ahmedabad	83.33 %
X   GSEB	2017-2018	Doon International Public School International, Ahmedabad	82.66 %
<ul style="list-style-type: none"><li>Diploma in Marketing Management from SKVM'S NMIMS, July 2021- July 2022</li></ul>			
INTERNSHIPS			
	Ancient Roots		Jan 2022- Apr 2022
Worked as a marketing intern.	<ul style="list-style-type: none"><li>Connected retail stores and increased the distribution network.</li><li>Consulted with market influencers to lead to an increase in sales.</li><li>Built the digital marketing strategy for the company.</li></ul>		
POSITIONS OF RESPONSIBILITY			
Member of Expressions Club, IMNU	<ul style="list-style-type: none"><li>Member of <b>Expressions Club, IMNU</b> (2023-25)</li><li>(Responsible for Conducting Events; Intercollege as well as Intra- college, Content Creation and Decor)</li></ul>		
Member of Ajay Home Group Tuitions	<ul style="list-style-type: none"><li>Conducted workshops in economics for students of 11<sup>th</sup> Std.</li><li>Tutored and explained theoretical and practical concepts to them as a part of a social initiative.</li></ul>		