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# TIMES OF CDA

February 2025 Edition

Calicut | Kochi



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## *Shoutouts of February*

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# Digital Marketing Workshop in Kochi

A digital marketing workshop was successfully conducted on February 15th, at CDA Kochi, offering participants an in-depth understanding of the latest industry trends, tools, and strategies. The session covered key aspects of digital marketing, including SEO, social media marketing, and performance analytics. Attendees gained practical knowledge and skills to enhance their digital marketing expertise, making the session an enriching experience for all.





# *Celebration of Love*

Our Valentine's Day celebration was filled with joy, laughter, and memorable moments! Learners and faculty came together to spread love and positivity through fun activities, creative expressions, and a vibrant atmosphere. It was a day of bonding, appreciation, and celebrating friendships and connections.





# Digital Marketing Workshop

at SCMS School of Business

We conducted an insightful digital marketing workshop for MBA final-year students at SCMS School of Business. The session provided valuable industry knowledge, practical strategies, and hands-on learning to equip students with essential digital marketing skills for their careers.





# *Kickoff Carnival 5.0*

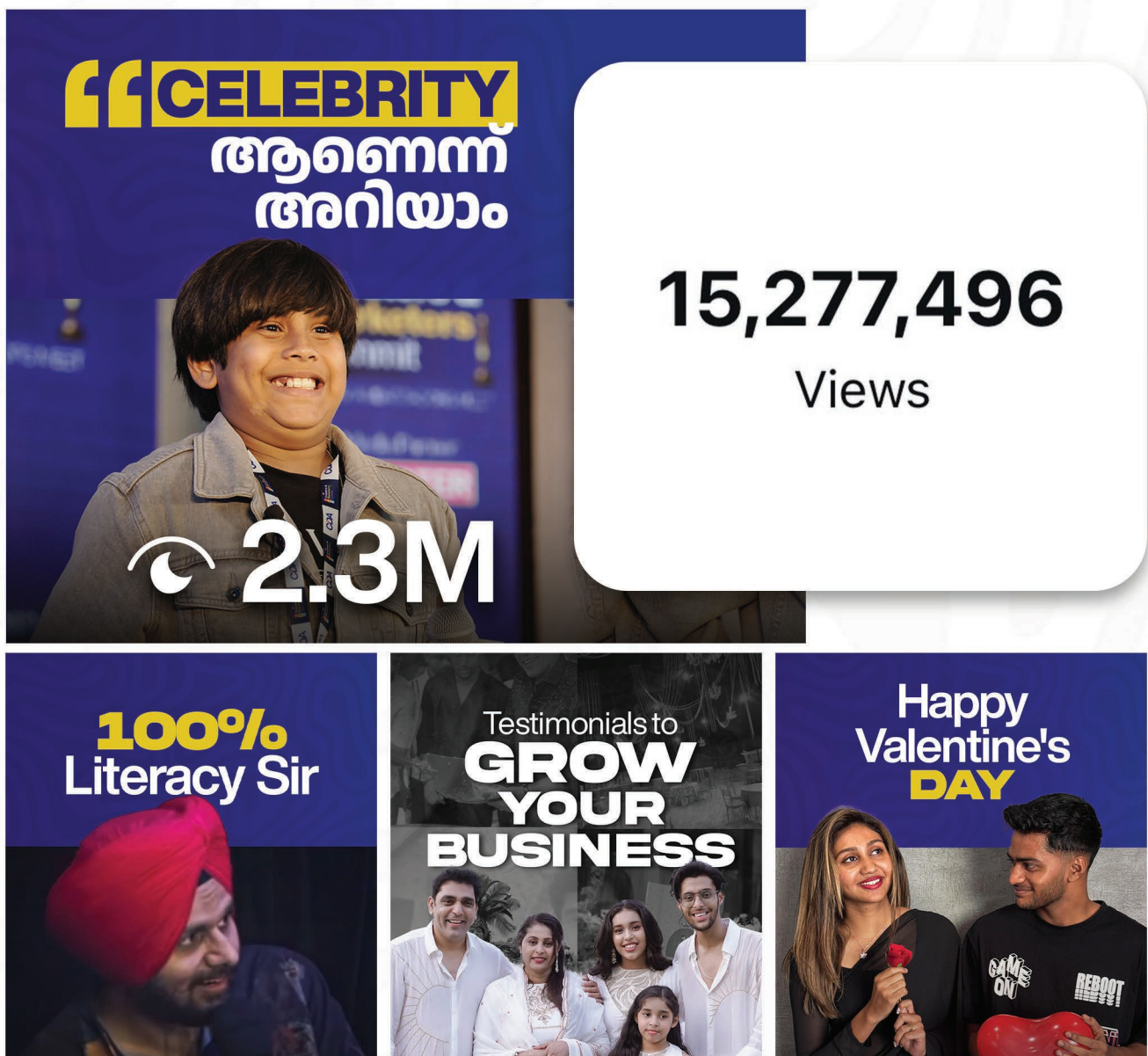
We conducted Kickoff Carnival 5.0, an exciting football tournament in Calicut and Kochi, bringing together learners and mentors for a day of teamwork and sportsmanship. The event was filled with energy, competitive spirit, and unforgettable moments on the field.





# CDA Academy Hits 15M+ Reach on Instagram

Last month, our Instagram page achieved an incredible 15M+ reach, driven by diverse content—engaging, entertaining, informative, and socially relevant. Our feed posts and reels played a key role in this milestone, with the reel featuring Creator Izaan at the Creators & Marketers Summit crossing 2M+ views! A huge shoutout to our team and audience for making this achievement possible.





# Guiding Learners Toward Career Success

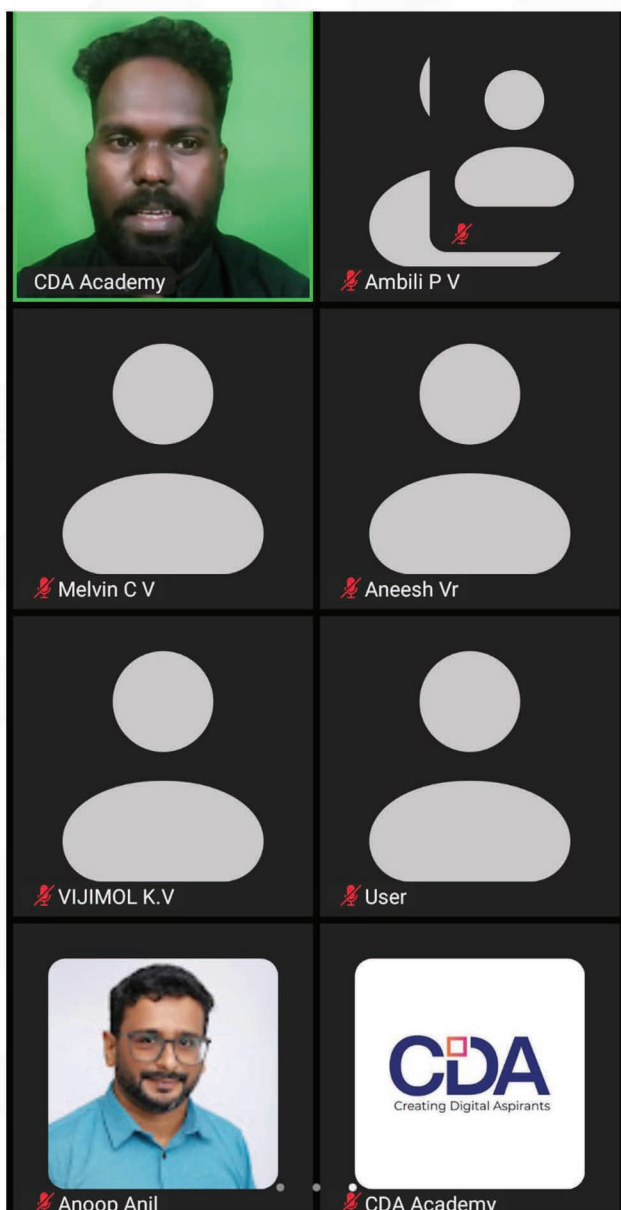
Our placement team engaged with learners at the Calicut Campus, providing valuable guidance on job opportunities, interview preparation, and career growth strategies. The interactive sessions helped equip learners with the skills and confidence needed to succeed in their careers.





# Grow Ahead Ambassadors

The exclusive Grow Ahead session on Career Code – The Right Way to Get Hired was designed to empower our ambassadors with the right skills to land their dream jobs. Led by Shiju, our expert soft skills trainer, the session covered job readiness, interview strategies, and career growth, providing valuable insights to help them navigate their professional journeys with confidence.



**CDA**  
Creating Digital Aspirants

**Grow ahead**  
*Ambassadors*

**CAREER CODE**  
The Right Way to Get Hired

**SHIJU**  
Soft Skills Trainer

Sunday, 16th February  
11:00 AM

zoom

REGISTER NOW >

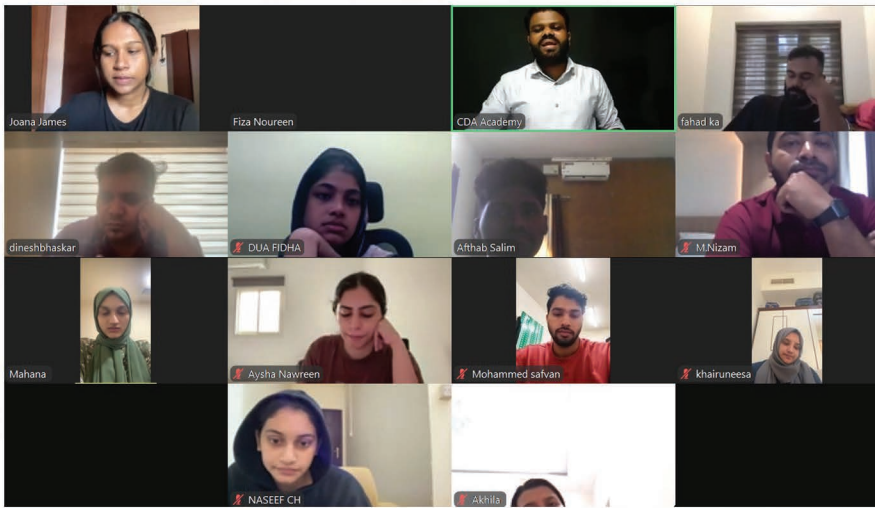
Exclusively for  
CDA Ambassadors

[www.cda.academy](http://www.cda.academy)



# *New Batch Onboarding: A Journey Began!*

We were excited to welcome our new weekend, live online, and offline batch learners to CDA Academy, marking the start of a new journey. A special milestone was the launch of the first-ever Creator Course batch at our Kochi campus, equipping aspiring creators with the skills to bring their ideas to life and build their future in the digital world. Here's to new beginnings and endless possibilities!





# Showcasing Bright Minds & Strategies

Digital marketing learners from the Kochi and Calicut campuses impressed everyone with their outstanding marketing campaign presentations. The best campaign will be honored with the Star Strategist Award on convocation day, recognizing creativity, dedication, and strategic excellence.





# Unmatched Placement Records

This month, 78 talented learners from CDA Academy secured exciting roles in top startups and MNCs with impressive salary packages. Our commitment to quality education and hands-on training continues to shape successful careers.



**MOHAMMED GAIZE**  
Social Media Marketing Expert At  
**Ydegree.**  
Academy



**HAYA IQBAL**  
Influencer Marketing Intern At  
**INTEVAL**



**VARUN PRAKASH**  
SEO & Social Media Intern At  
**Orestes**



**MUHAMMED JISHAN C K**  
Digital Marketer At  
**klaut**  
ADVERTISING AGENCY



# Top Rankers on Google

Digital marketing learners from our Kochi and Calicut Offline Campuses, as well as our Live Online program, have achieved top rankings on Google for various keywords this month. Their success reflects their dedication, hard work, and the expert mentorship they received in SEO. This achievement is a testament to their skills and the personalized guidance we provide to help them excel.

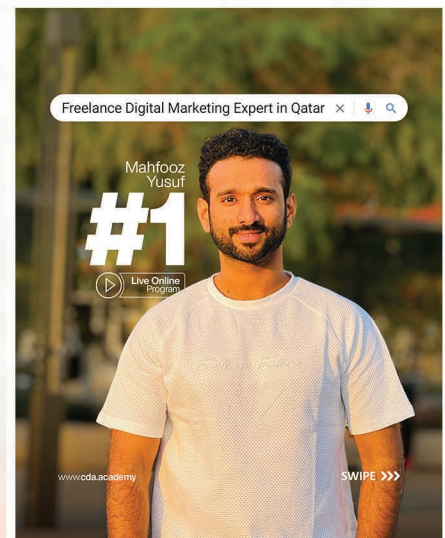
## TOP RANKERS OF GOOGLE in February Month



Search Google or type a URL



[www.cda.academy](http://www.cda.academy)





# *Speakup Spotlights*

Our Speakup session provided learners a platform to express ideas, boost confidence, and improve communication skills. This interactive experience encouraged active participation, helping them articulate thoughts effectively and engage in meaningful discussions.





# Preparing for Success

Before completing their course, our learners participated in detailed interviews, simulating real-world hiring scenarios. This initiative enhanced their confidence, communication, presentation, and problem-solving skills, ensuring they are job-ready.





# QCDA Talks

Sunil Ibgram was featured in QCDA Talks, sharing his expertise on Instagram growth, personal branding, and viral content strategies. Known as Kerala's Adam Mussorie and the founder of Inbusinessgram, he provided valuable tips on how creators and businesses can stand out with both organic and paid content.

Another episode features CDA Academy Director KV Hudaif alongside key department heads—Shahul Musaffar K K, Muhammad Shihab A P, Reshma Jerome, and Mehar Mahamood Hassan—discussing how our programs empower advertisers and creators through Live Online and Offline Courses in Calicut & Kochi. With structured training in digital marketing, content creation, and brand growth, CDA equips learners with the skills and placement support needed to excel in the industry.







# STED Council Examination

We are proud to announce the successful completion of the STED Council Examination for our learners. This milestone validates their skills and knowledge, providing professional recognition. The exam not only assessed their learning but also boosted their confidence as they step forward in their careers.





# *Learner's Blog*

The Learner's Blog provided a practical space for learners to enhance their skills by creating engaging and informative content. Through engaging content marketing classes, they create articles, improving both their expertise and CDA's web page rankings on Google SEO. This hands-on training gave them real-world experience, boosting their confidence and skills in digital marketing.

## From Compassion to Clicks:

How Social Work & Digital Marketing Unite for Impact



Author:  
Muhammed  
Sufiyan T K

## Marketing Through Purpose:

How to Build a Brand People Believe In



Author:  
Sulthan  
Badhusha

## What is Programmatic Advertising

& How Does It Work?



Author:  
Anamika  
Vimal

## What is Affiliate Marketing

& how can I get started?



Author:  
Gokul  
Dev S

The Impact of  
New Social Media  
Algorithms  
on Digital Marketing  
Strategies in Dubai



Author:  
Jisha  
A S