

# TIMES OF CDA

December 2024 Edition

Calicut | Kochi



Ernakulam  
**JAN 05**  
2025



Convocation of India's Best Live Online Digital Marketing Program



Jingle Bells Celebration



Placement Drive

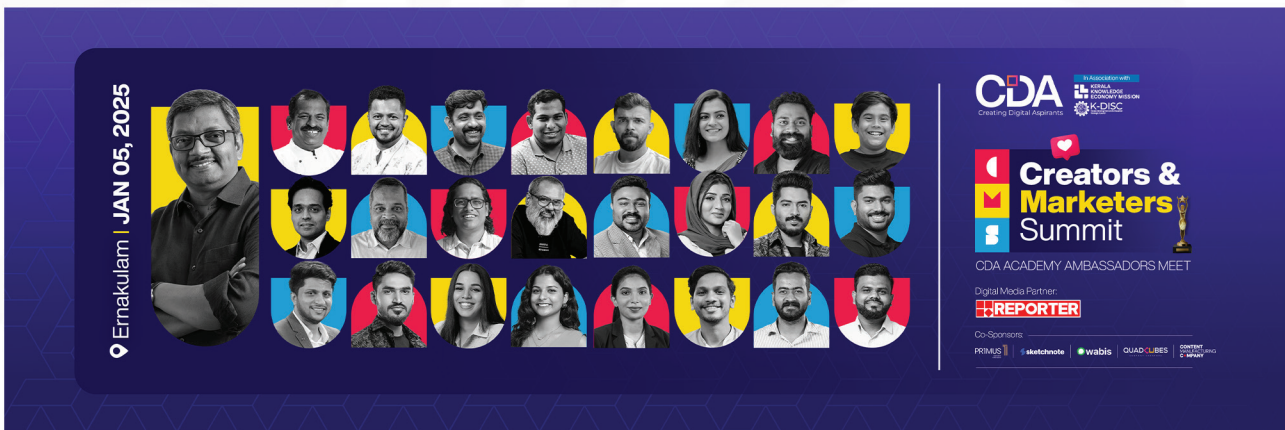
## Shoutouts of December



# Creators & Marketers Summit

The Creators and Marketers Summit is set to take place on January 5th at St. Teresa's College, Kochi, bringing together over 1,000 CDA Academy ambassadors, creators, and industry leaders.

The event will be inaugurated by Chef Pillai, with Navas Meeran as the Chief Guest. Highlights include sessions by creators such as Chaithanya Prakash, M4 Tech, Kerala Foodie, and Izaan, along with panel discussions featuring industry leaders sharing their insights and expertise. A key feature of the event is the Performer Awards, recognizing ambassadors across different categories for their outstanding contributions. Reporter TV, the event's Digital Media Partner, is showcasing the summit extensively across their website, social media, and digital platforms. The day will conclude with awards and vibrant cultural performances by the Mango Steen Club, making it a must-attend event for creative and marketing enthusiasts.





# Convocation

## of India's Best Live Online Digital Marketing Program

We proudly conducted the convocation for our live online Digital Marketing program at our Kochi campus, celebrating the remarkable achievements of our talented learners.

What made this event truly special was that our learners, who attended the program virtually through Zoom meetings, transitioned from online to offline for the first time. They got the opportunity to meet their mentors and batchmates in person, sharing joyful moments together.

The event was a massive success, bringing together learners from multiple batches under one roof, making it a memorable day filled with inspiration and connection.





# Placement Drive

The placement team at our Calicut branch recently organized a successful recruitment drive, marking a significant achievement for us. This event was conducted in collaboration with Texaven, one of the most reputed firms in the industry. The primary goal was to connect talented candidates with the right opportunities.

The event was not just about recruitment; it was a platform for our learners and ambassadors to interact with industry experts, gain insights, and understand the professional standards expected in today's competitive job market.

We are proud of our placement team for their dedication and hard work in making this drive a grand success. This collaboration with Texaven has strengthened our commitment to bridging the gap between talented individuals and leading organizations.





# *Jingle Bells Celebration*

On December 23rd, our Kochi and Calicut campuses transformed into a festive wonderland for the "Jingle Bells" Christmas celebration, bringing together learners and mentors in a joyous celebration. We crafted a stunning Christmas tree and crib, exchanged Christmas friend gifts, cut a delicious Christmas cake, and engaged in lively activities like dancing and games, creating unforgettable memories and spreading holiday cheer.





# CDA @ SCMS

We recently hosted an enriching SMM & SEO Workshop at SCMS Cochin School of Business, Kochi. Our expert trainers, Sayed Muhammed Sammas Sir, led the SMM class, and Sachin Sir conducted the SEO session. This workshop was a highly informative experience for attendees, providing valuable insights into digital marketing strategies.

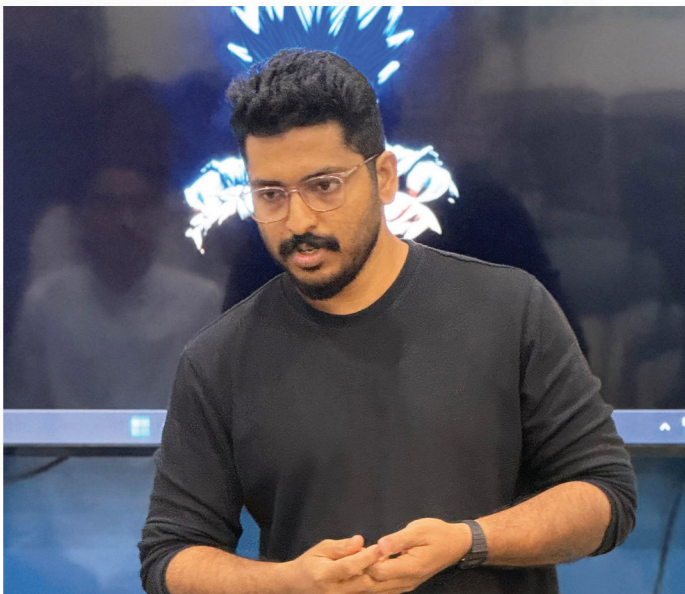




# *Cinematography & Video Editing Workshop*

At our Kochi campus, we recently hosted a highly successful video editing and cinematography workshop led by our talented Sarath Sir and Dhanoop Sir. Sarath Sir, a renowned cinematographer, brought his years of expertise and creativity to guide participants through the art of visual storytelling, while Dhanoop Sir, with his exceptional skills in video editing, provided invaluable insights into refining editing techniques.

The interactive nature of the workshop allowed everyone to clarify doubts, receive personalized feedback, and enhance their creative abilities. The positive feedback from participants reflects the workshop's success, and we look forward to organizing more such enriching events in the future.





# Top Rankers on Google

Several of our digital marketing learners have secured the first position in Google rankings for various keywords this month. These achievements are a testament to their hard work and the dedicated guidance of our expert mentors.

**TOP RANKERS OF GOOGLE**  
in December Month

Search Google or type a URL

www.cda.academy

**RANK 01**

Basil Jose (CDA 2024236) 29-12-2024

Digital marketing expert in wayanad

basiljose.com | basiljose.com | digital marketing expert in Wayanad | Hi, I'm Basil Jose, a digital marketing expert in Wayanad. I am focusing on SEO, WEB DESIGN, SMM AND SOCIAL MARKETING.

**RANK 01**

Restana fajara (CDAL2425394) 27-12-2024

Freelance digital marketer in ernakulam

restanafajara.com | restanafajara.com | 1. Freelance Digital Marketer in Ernakulam | SEO Expert | 2024 | Get Restana fajara, with an expert eye on the digital world. Contact | Hi Restana Fajara, a freelance digital marketer in Ernakulam and an experienced SEO expert dedicated to helping businesses grow their online presence.

**RANK 01**

Binta Sara Joby (CDAL2425257) 28-12-2024

Freelance Brand Consultant in Alappuzha

bintasarajoby.com | bintasarajoby.com | Freelance Consultant in Alappuzha, Kerala | Digital Marketing | Hi Binta, a Certified Freelance Brand Consultant based in Alappuzha, Kerala | Specializes your Brand's online visibility up to the through online digital.

**RANK 01**

Arkieeth Khandilwal (CDAL2024072) 28-12-2024

Digital marketing freelancer in Calicut

archieethkhandilwal.com | archieethkhandilwal.com | Digital Marketing Freelancer in Calicut, Kerala, | SEO | SMM | Hi Archieeth Khandilwal, a digital marketing freelancer in Calicut, Kerala with a Bachelor's degree in Commerce and Specialized digital marketing.

**RANK 01**

Akshay A S (CDAL2425450) 28-12-2024

Freelance Digital Marketing Strategist in Kochi

akshayas.com | akshayas.com | Freelance digital marketing strategist in kochi | SEO specialist ... | Akshay A S is a Freelance Digital Marketing Strategist in Kochi. Specialized in SMM, Content Marketing, SEO and Designing. Reach out for your service now.

**RANK 01**

Vishal Basidharan (CDAL2024336) 27-12-2024

Freelance Digital Marketer in Kottayam

vishalbaseran.com | vishalbaseran.com | Freelance Digital Marketer in Kottayam | SMM Expert Kerala | Hi Vishal Basidharan, a Freelance Digital Marketer in Kottayam, Kerala who has a B.A., SMM, SMM Strategy & Training. Contact with the best Expert in Kerala.



# Showcasing Bright Minds & Strategies

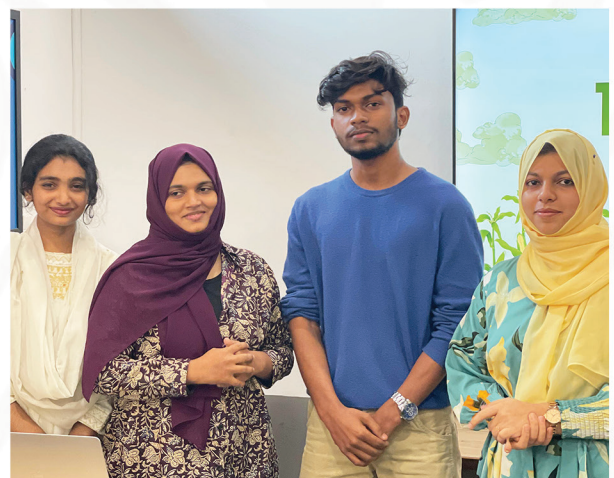
Digital marketing learners from the Kochi and Calicut campuses showcased their expertise and creativity through exceptional presentations on marketing campaign strategies. These presentations were not just about ideas but a testament to their hard work and dedication. The learners confidently developed and presented comprehensive strategies for major brands, demonstrating their understanding of real-world marketing challenges. This initiative not only enhanced their knowledge and skills but also gave them a platform to build confidence in articulating and defending their strategies, preparing them for future career success.





# Speakup Spotlights

This month, the Speak-Up sessions were conducted twice a week to help learners build their public speaking confidence and improve communication skills. Activities like speeches, mono acts, and debates provided opportunities for learners to practice and enhance their verbal expression in a supportive environment.





# The Learning Blog

Through comprehensive content marketing classes, our digital marketing learners are crafting compelling blogs that boost both their skills and Google SEO rankings for CDA's web page. This hands-on training enhances their content creation expertise.

**CDA**  
Creating Digital Aspirants

Author: Shahin Asmi C K

## Stand out with Rich Snippets:

Unlock the secrets of Schema Markup

**CDA**  
Creating Digital Aspirants

Author: Nevin Varughese

## The Rise of Video Marketing:

Why Every Brand Needs a Video Strategy in 2025

**CDA**  
Creating Digital Aspirants

Author: Abdul Rahooof

## Why Should You Invest in Video Marketing for Your Brand?

**CDA**  
Creating Digital Aspirants

Author: Fathima Nidha P T

## Understanding Emotional Marketing

**CDA**  
Creating Digital Aspirants

Author: A R Krishna

## Beyond the Surface:

The Deeper Impact of Design Systems on Brand Marketing



# Unmatched Placement Records

This month, over 100 of our brilliant digital marketing learners have secured coveted positions in innovative startups and established MNCs with impressive packages. At CDA Academy, we proudly uphold our unmatched placement records by equipping learners with real-world skills and quality education. These outstanding placements reflect our unwavering commitment to their growth and bright futures.



**ARSHAD A S**  
Social Media Executive At



**SADMA JASMINE U**  
Jr Digital Marketing Executive At  
**BRANDVERSE**



**MUHAMMED ROSHAN**  
Jr SEO Analyst At  
**code ace.**



**FARHANA RAHMAN**  
Digital Marketing Intern At  
**avery**



**ASLAM FARIS**  
Digital Marketing Executive At  
**IQU** International American University  
Shaping Tomorrow's Leaders Today!