

# TIMES OF CDA

June 2025 Edition

Calicut | Kochi



 **Creators & Marketers School**

Featured in:

Forbes

 THE TIMES

 Hindustan Times

ADGULLY

 asianet news

24m

Outlook

**Jinu Ben Joins CDA Academy's Creators & Marketers School**



**Experience Centre Inauguration**



**CDA Associates with Govt. of Kerala**

## *Shoutouts of June*



# Jinu Ben Joins CDA Academy's Creators & Marketers School

Jinu Ben, former South Partnerships Lead at Meta, joins CDA Academy's Creators & Marketers School as Co-founder and Chief Strategic Partnerships Officer. With 20+ years of experience, Jinu will help shape the next-gen creators and marketers.

This partnership was featured in top media outlets like Forbes, Times of India, Hindustan Times, Adgully, Deccan Chronicle and more. CDA Academy has trained over 2,500 learners and is now expanding with the Creators & Marketers School.

**Creators & Marketers School**

**WELCOME Onboard**

#WeAreInTheMaking  
World's Best Creators & Marketers

**JINU BEN**  
Co-Founder and Chief Strategic Partnerships Officer

Go to **TOI** **TIMES ENTERTAINMENT** **Cinema**

**Former Meta south partnerships lead Jinu Ben joins CDA Academy's Creators & Marketers School**

TNN / TNN / Jun 20, 2025, 18:34 IST

In a major move towards shaping world-class creators, marketers, and entrepreneurs, Jinu Ben, former South Partnerships Lead at Meta, has joined CDA Academy's Creators & Marketers School as director and chief of strategic partnerships.

With over 20 years of experience in the media industry and content creation, including 8.5 years of impactful work at Meta, Jinu brings a wealth of expertise to his new role. His move aligns with the mission to build a global talent hub for next-gen creators, marketers, and entrepreneurial strategists, right from the heart of India's first UNESCO City of Literature, Calicut.

Founded in 2019, CDA Academy began as an agency-based digital marketing academy in Kerala. With six years of experience and over 2,500 trained learners, the academy is now taking its biggest leap yet with the launch of the Creators & Marketers School.

Backed by a strong legacy of excellence, the academy is recognised for its unique agency-oriented workplace training model, unmatched placement records, and alumni who have been placed across leading MNCs, advertising agencies, e-commerce, and EdTech companies.

**Former Meta south partnerships lead Jinu Ben joins CDA Academy's creators & marketers school**

Bringing two decades of media and creator economy expertise, Jinu Ben partners with CDA Academy to nurture India's next-gen creative and marketing leaders.

**Creators & Marketers School**

A New Age Business School for Creators & Marketers  
Designed for the Gen Z

Advanced Marketing Manager & Entrepreneurship (AMME)

**Former Meta south partnerships lead Jinu Ben joins CDA Academy's Creators & Marketers School as Co-founder and Chief Strategic Partnerships Officer**

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**Outlook**

BUSINESS MONEY TRAVELLER LUXE HINDI EATS

**Jinu Ben Joins Creators & Marketers School By CDA Academy As Co-founder**

**24m**

HOME ADVERTISING MARKETING PR & CORP COMM

**Jinu Ben Joins CDA Academy's Creators & Marketers School**

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**Adgully**

India Advertising Entertainment

Jinu Ben, Former Meta South Partnerships Lead, Co-founds Creators & Marketers School in Calicut

**Hindustan Times**

**Former Meta Executive Jinu Ben Joins CDA Academy's Creators & Marketers School as Co-founder**

**asianetnews**

India World Business

**Former Meta Executive Jinu Ben Joins CDA Academy as Co-founder of Creators & Marketers School in Calicut**

**Creators & Marketers School**

A New Age Business School for Creators & Marketers  
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**JINU BEN**  
Co-Founder and Chief Strategic Partnerships Officer



# *CDA Associates with Govt. of Kerala*

On 27th June, CDA, in association with K-DISC (Kerala Development and Innovation Strategic Council) an initiative by the Government of Kerala, hosted the Mentor Initiative Training for Recruitment (MITR) session for KKEM at the Kochi campus. This training session, conducted by K-DISC, focused on upskilling mentors from the Kerala Knowledge Economy Mission (KKEM). CDA's expert trainers worked closely with the mentors, equipping them with the necessary tools and knowledge to guide the next generation of learners, ensuring that they are well-prepared to lead Kerala's knowledge economy and support its future growth.





# Experience Centre Inauguration

CDA Academy is excited to announce that the CDA Experience Centre had been officially inaugurated at the heart of Kozhikode, by Muhammed Madani, Serial & Social Entrepreneur, located in Mavoor Road. This new space is designed to guide individuals who are still uncertain about their career paths. The Experience Centre provides hands-on learning opportunities, expert consultations, and career counseling, offering valuable insights into Digital Marketing, UI/UX, Video Mastery, Graphic Designing, and more.





# *Empowering the Next Generation at the CDA Experience Centre*

At the CDA Experience Centre, individuals had the opportunity to engage in a variety of activities designed to guide and inspire. Opportunity for one-on-one counseling sessions and brand games, providing a personalized guidance and help to explore career options in a more interactive and engaging environment. Also, we conducted workshops across multiple fields, including UI/UX Designing, Graphic Designing, Digital Marketing, and AI-Integrated Content Writing.





# The Job Ready Initiative: Empowering for Success

The Job Ready Initiative is CDA's initiative to help individuals shift from conventional career paths to work aligned with their passion. This campaign is designed to empower individuals with the skills, knowledge, and confidence to excel in the professional world. This Initiative bridges the gap between education and career success, creating skilled professionals ready to make an impact in their chosen industries.

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**become Job Ready**  
Global Career  
Skilled Professionals

**become Job Ready**  
Skilled Professionals

**become Job Ready**  
Skilled Professionals

**Learn UI/UX DESIGN**

**Learn DIGITAL MARKETING**

**Learn Video Production Graphic Design**

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# CDA Convocation at Calicut Campus

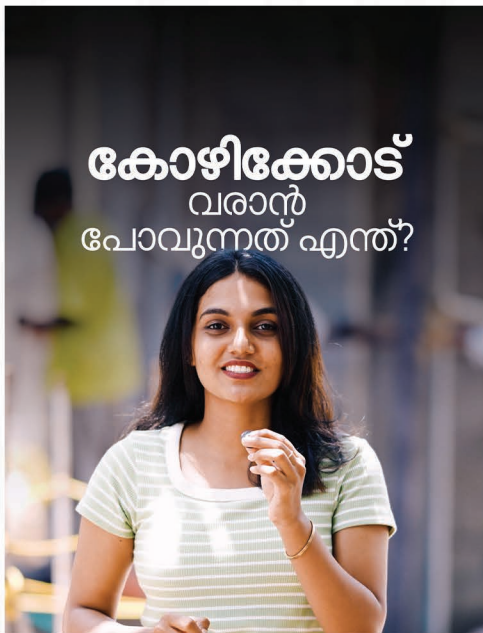
The Convocation ceremony, held on 14th June at Calicut campus, celebrated the achievements of our graduates across Digital Marketing. The event was graced by Muhammed Madani, Serial & Social Entrepreneur, who served as the Chief Guest. His inspiring words motivated the graduates to apply their learning and take on new challenges in the professional world





# Creating a Buzz in Calicut

CDA has created a buzz in Calicut, sparking excitement and curiosity about the upcoming initiatives. Through engaging buzz videos, generated anticipation for something extraordinary, hinting at the innovative opportunities that are soon to unfold.





# *Out of Syllabus: A Happy Moment Beyond Studies*

In the Out of Syllabus initiative, CDA created a space for learners and trainers to engage in relaxed, informal conversations beyond the traditional curriculum. In this session, trainers shared their personal experiences and career journeys in a casual setting, offering valuable insights into their professional lives. It was a happy moment, as learners got to connect with mentors on a more personal level, gaining inspiration and guidance outside of the classroom.





# Connecting with Placement Team

On 27th and 28th June, CDA's Placement Team engaged with Ambassadors and learners directly at the Calicut branch. The team addressed any queries and doubts, providing guidance on career opportunities, placement support, and next steps in their professional journeys.





# Team Connect: A New Chapter at CDA

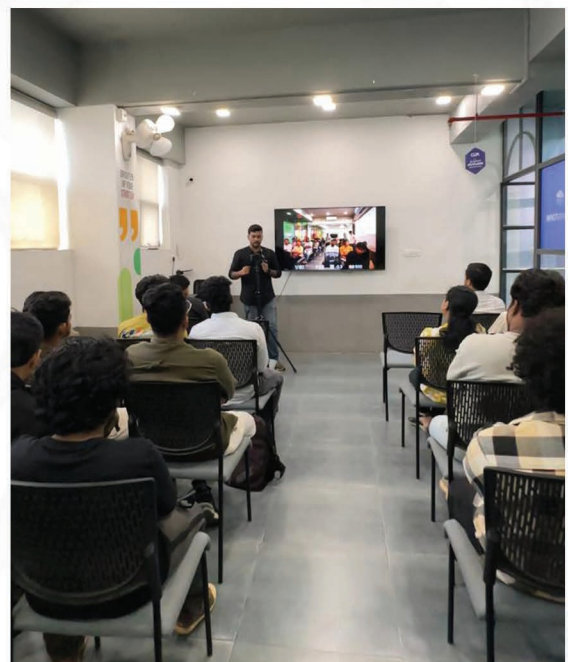
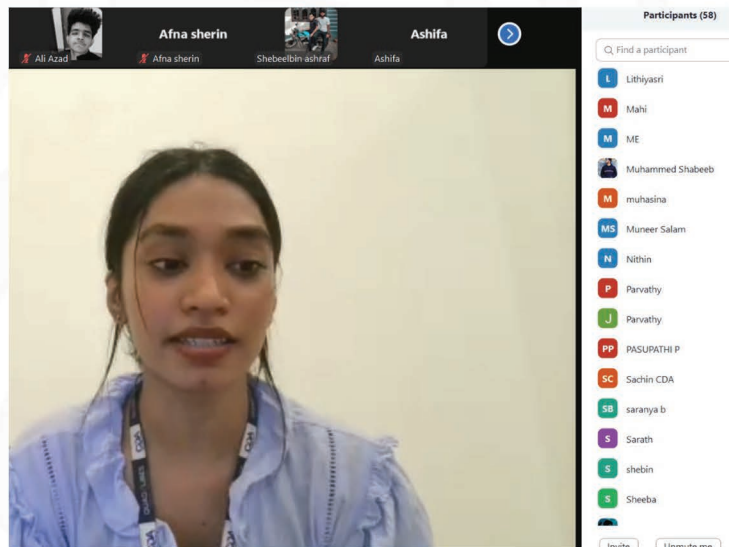
A Team Connect meeting was held in Kochi and Calicut to discuss the company's next steps. The meeting introduced the new HR Manager and outlined future goals, marking the next level of growth for CDA. This event brought the team together to align on CDA's vision and upcoming projects.





# Workshops & Webinars: Enhancing Skills

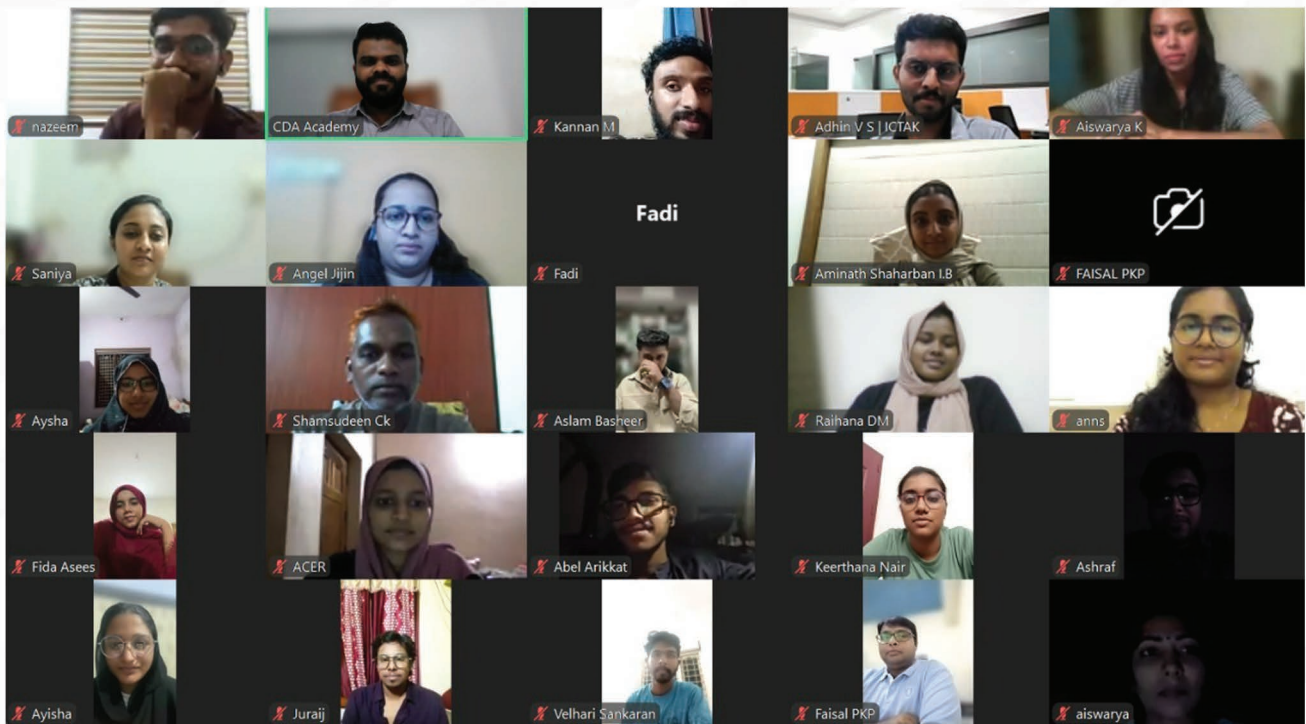
June saw various workshops and webinars designed to empower individuals with essential career-building skills. Sessions on Digital Marketing, Video Mastery, and other key areas were conducted both online and offline, aimed at enhancing proficiency and practical knowledge in these fields.





# Grow Ahead Session

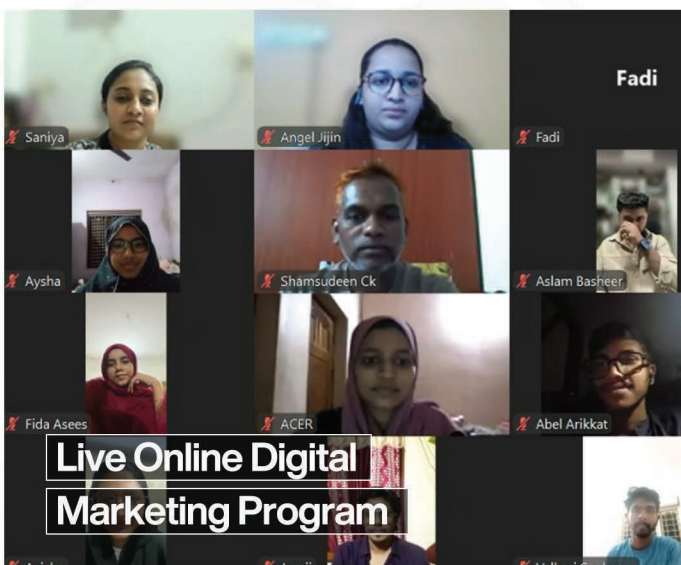
The Grow Ahead session, led by Shihab, Career Coach, focused on the importance of building your brand and getting hired with the right portfolio. Ambassadors gained valuable insights on how to position themselves effectively in the job market and create portfolios that make them stand out.





# *New Batches Onboarded*

June saw the onboarding of new batches, including live online, regular offline, and weekend courses. With fresh learners joining, CDA continues to provide a supportive learning environment, equipping students with the tools to excel in their careers.





# *Pre-Production Session for Creators*

Video Mastery Program learners participated in a pre-production session, where they gained hands-on experience in planning and creating content. This session was a crucial step in preparing learners for real-world content creation projects.





# *Environment Day & Yoga Day Celebration*

In celebration of Environment Day, CDA presented plants to our team promoting sustainability and encouraging a greener workplace. Additionally, to mark Yoga Day, CDA hosted a Yoga session with Lakshmi Surendran, Founder of Hridayaah Yoga. The session focused on mindfulness, stress relief, and overall well-being, emphasizing the importance of integrating yoga into daily life for physical and mental health.





# Speak-Up Session

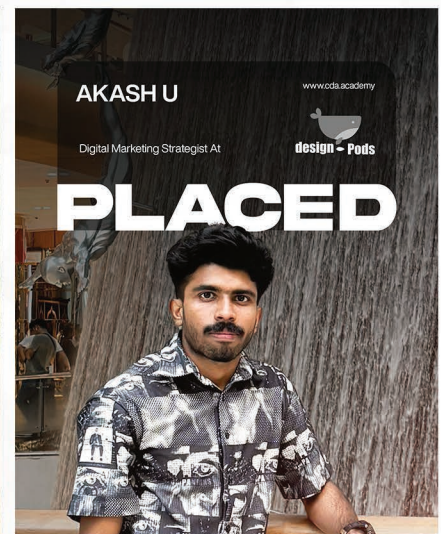
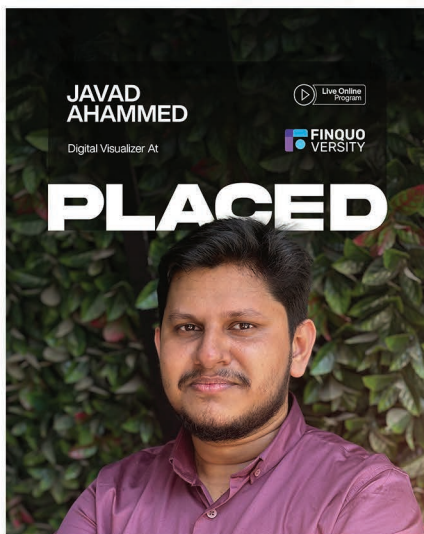
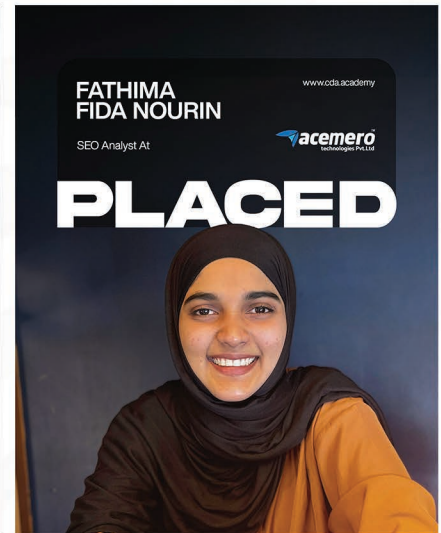
The Speak-Up session offered learners the opportunity to enhance their public speaking and communication skills. Participants engaged in thought-provoking discussions, helping them gain confidence and improve their ability to articulate ideas clearly and effectively.





# Unmatched Placements

This month, 100 CDA learners secured top placements in leading companies across the digital marketing and creative sectors. Their success is a testament to the industry-relevant training and mentorship provided at CDA.





# Top Rankers on Google

Learners continue to shine with impressive SEO rankings. CDA-trained individuals have achieved top positions in search engine results, proving the power of the SEO knowledge they gain through CDA's hands-on training approach.

## TOP RANKERS OF GOOGLE in June Month



Search Google or type a URL



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





# *Blogs on CDA Website*

This month, the best blogs created by learners as part of their curriculum were published on the CDA website. These blogs showcase the learners' digital marketing expertise, sharing valuable insights and strategies on a variety of topics.

## Why do We Love “Free” so Much? a Psychologist’s Take on Indian Consumer Behavior



Author:  
Aysha  
Nawreen

## The First Ad in History: How Marketing Began Over 5,000 Years Ago



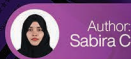
Author:  
Malik O I

## Why Should You Focus on Short-Form Videos in 2025



Author:  
Aswin J J

## Digital Marketing Lessons from Netflix, Zomato, & Swiggy



Author:  
Sabira C

## How to Leave Your Mark in the World of Digital Marketing



Author:  
Jemsheer