

TIMES OF CDA

July 2025 Edition

Calicut | Kochi

www.creatorsandmarketers.school

GRAND LAUNCH

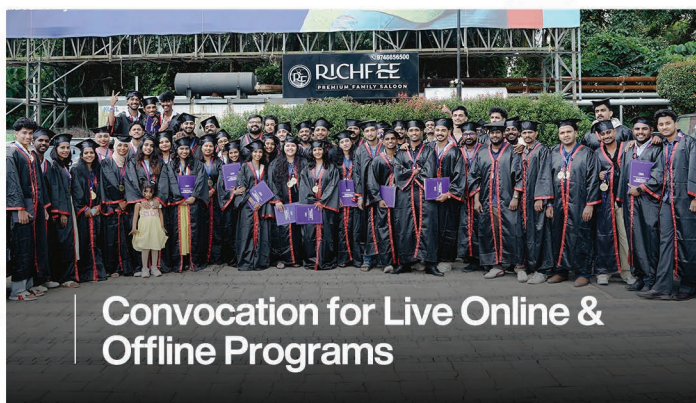
PRAKASH VARMA

The Undisputed Stalwart of Advertising,
the Founder of Nirvana Films, and the brain
behind many breakthrough international commercials.

16th
AUGUST
2025



Special Invitation for CDA Ambassadors
and Well-Wishers



Convocation for Live Online &
Offline Programs



KitKat & Lays Acknowledge
CDA Learners' Creativity

Shoutouts of July

Grand Launch of Creators & Marketers School

The Grand Launch of the Creators & Marketers School an initiative by CDA Academy will take place on 16th August, marking an exciting new chapter in creative business education. The event will be graced by Prakash Varma, an Undisputed Stalwart of Advertising and Founder of Nirvana Films, known for creating groundbreaking international commercials. Creators & Marketers School is a new-age creative business school designed for the digital-first world. Whether you aim to become a brand strategist, content creator, or an entrepreneur, it is built to equip you with the creative mindset and strategic skills needed to thrive in today's fast-changing business and marketing landscape.



Special Invitation for CDA Ambassadors & Well-Wishers

CDA Academy has sent out personalized invitations to all our Ambassadors and well-wishers for the Grand Launch of the Creators & Marketers School. This isn't just an invitation; it's a heartfelt gesture to those who have supported us, believed in our vision, and helped shape our journey. As we step into this new chapter of creative business education, we want to bring everyone who has been part of CDA along with us.



Convocation for Live Online & Offline Programs

CDA hosted the Convocation Ceremony at the Kochi campus for both Live Online and Offline programs. The Live Online Batch ceremonies were held on 5th July and 26th July, with Felix, Founder of KPH, FinalApps, and ConversionAB, and Iyep, a renowned journalist, serving as the Chief Guests. On 12th July, Gokul Pillai, Filmmaker and Founder of Storyteller Union, was the Chief Guest for the Offline Batch. The inspiring speeches from all the guests encouraged graduates as they embarked on their professional journeys, marking the beginning of a new chapter in their careers.



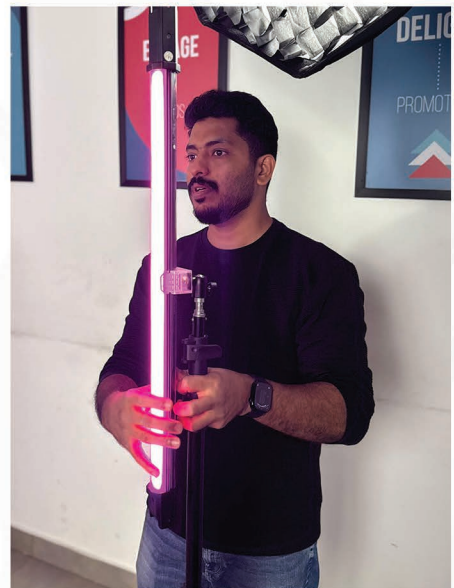
KitKat & Lays Acknowledge CDA Learners' Creativity

CDA learners created spec ads for a range of brands, including KitKat and Lays, both of which recognized the creativity behind the videos. The official KitKat page and Lays both acknowledged the work, by commenting on the respective videos. This recognition reflects the ability of CDA learners to produce high-quality content that resonates with leading brands, even while still in their training phase.



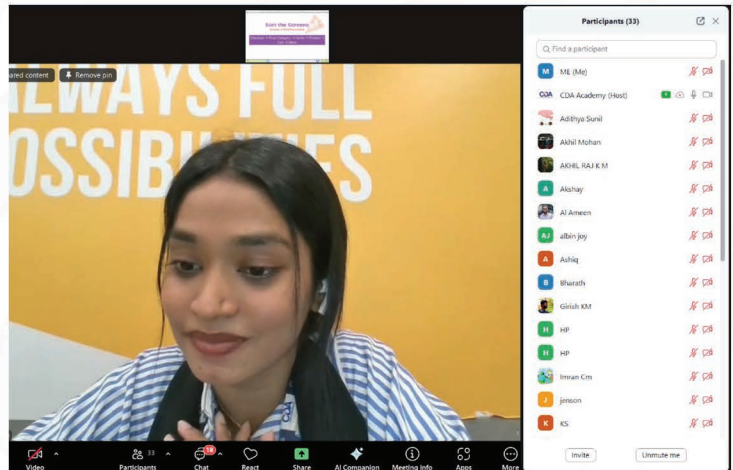
Cinematography & Video Editing Workshop

A workshop led by Dhanoop was held in Kochi. The session focused on offering valuable insights into the field of cinematography and video editing and empowering individuals to apply their knowledge in real-world scenarios.



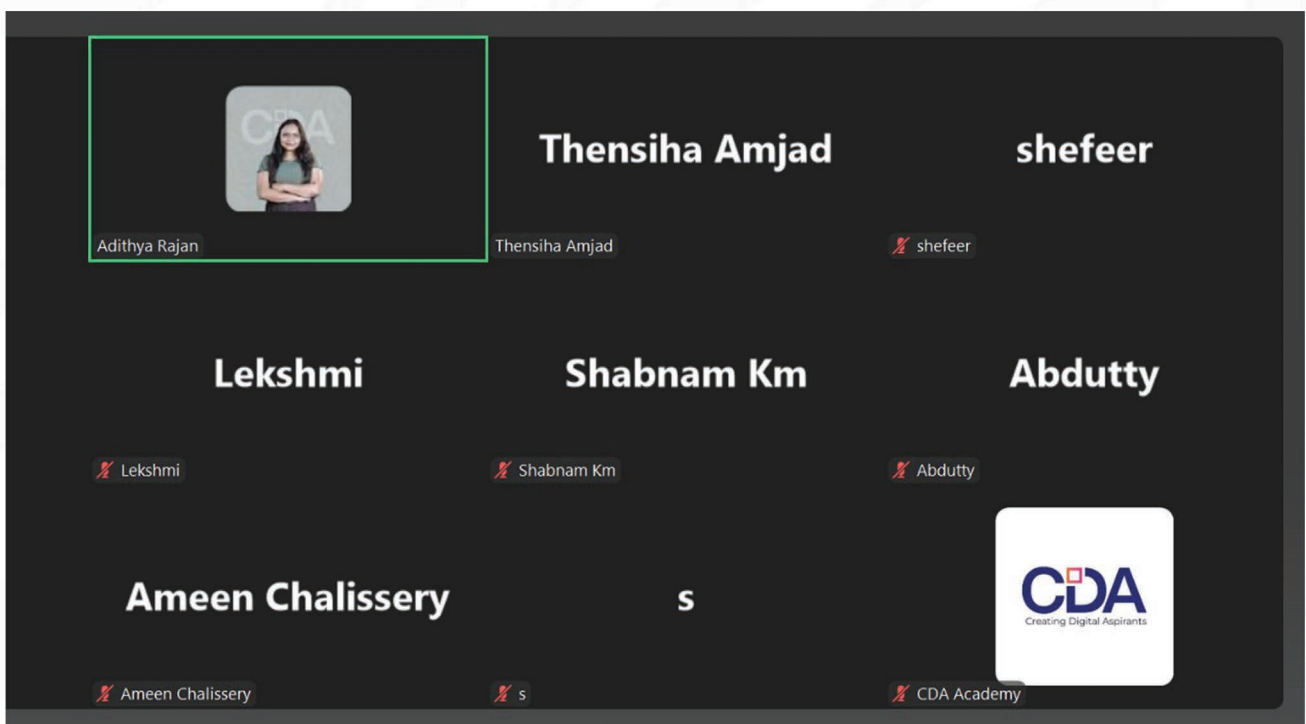
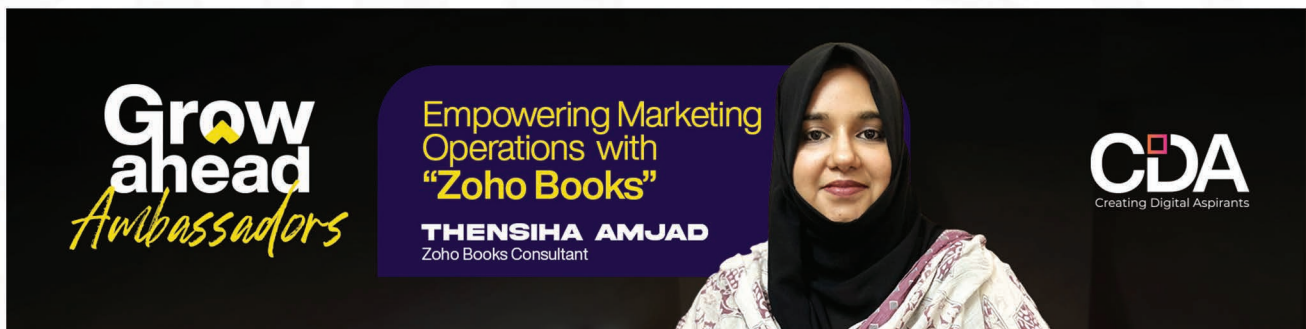
UI/UX Workshop & Webinar

A UI/UX Workshop and a webinar, both led by Nyma, UI/UX Designer, and Jijin, Web Developer, were held to explore key aspects of UI/UX design. The workshop, conducted at the Kochi campus, and the webinar via Zoom, focused on design principles, user experience strategies, and prototyping techniques, providing participants with valuable insights. Experts also highlighted the growing career opportunities in UI/UX design.



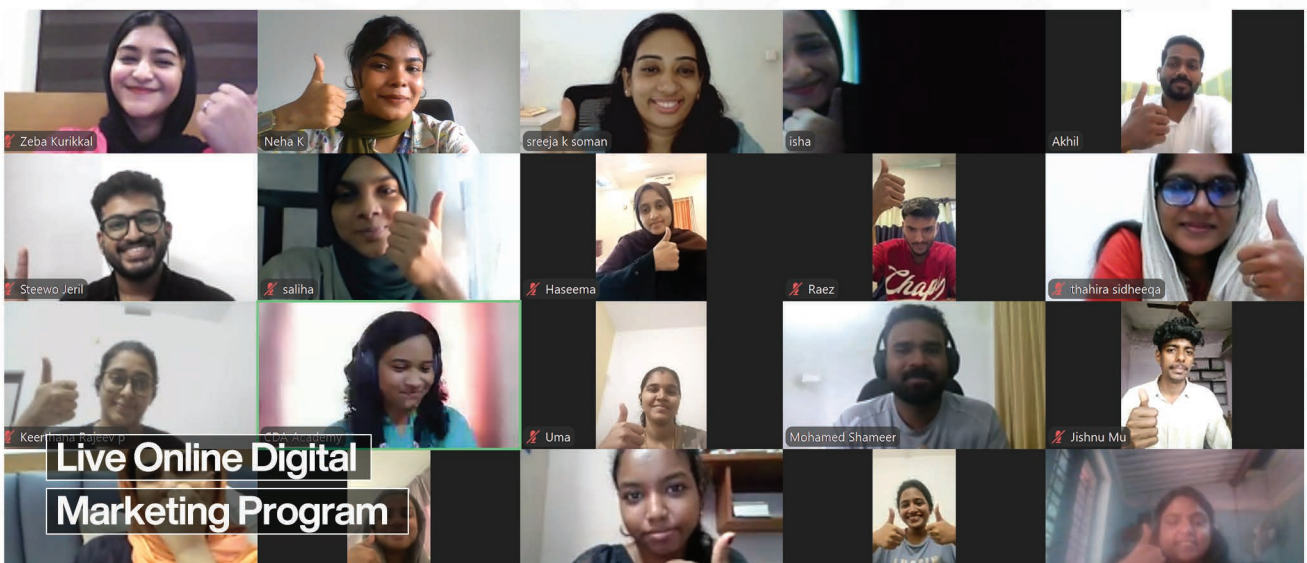
Grow Ahead Session

The Grow Ahead session on 27th July focused on empowering business operations, hosted by Thensiha Amjad, a Zoho Books Consultant. Ambassadors gained valuable insights on streamlining and managing business operations effectively. The session provided practical strategies to optimize processes, increase productivity, and make informed, data-driven decisions to help enhance the success of their ventures.



New Batches Onboarded

In July, new batches for live online, regular offline, and weekend courses were onboarded, welcoming a new group of learners eager to enhance their skills and start their professional journey in Digital Marketing.



Top Rankers on Google

This month, CDA learners achieved impressive results in SEO, with several ranking high on search engines for competitive keywords. Their dedication to mastering SEO strategies and techniques was demonstrated through their outstanding rankings.

TOP RANKERS OF GOOGLE in July Month



Search Google or type a URL

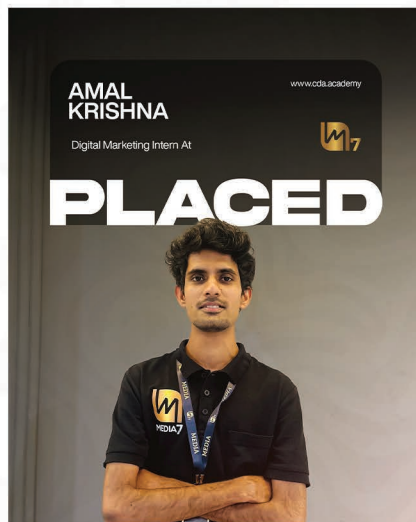
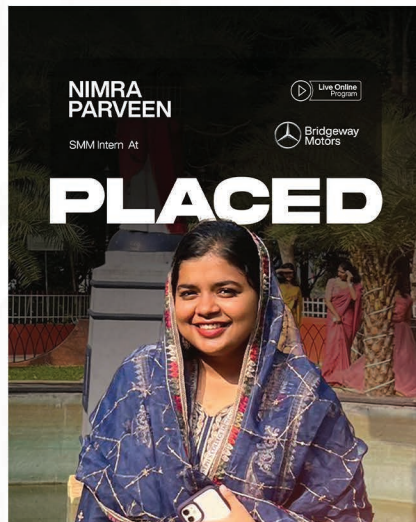


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Unmatched Placements

This month, 73 CDA learners secured top placements in leading Agencies, MNCs, and tech industries in India and abroad. These placements continue to showcase the effectiveness of CDA's industry-relevant training in digital marketing and mentorship in shaping successful careers.





STED Examination Success

This month, CDA learners achieved great success in the STED Council Examination. Their hard work and dedication are validated through this certification, marking an important milestone in their journey toward becoming industry-ready professionals.



Strategy Presentation

Learners selected an existing brand and presented strategies to drive sales growth and boost revenue. This hands-on exercise allowed them to apply their marketing knowledge to real-world scenarios, while receiving valuable feedback from mentors and peers. The session helped them enhance their strategic thinking, problem-solving, and presentation skills, preparing them for challenges in the marketing world.



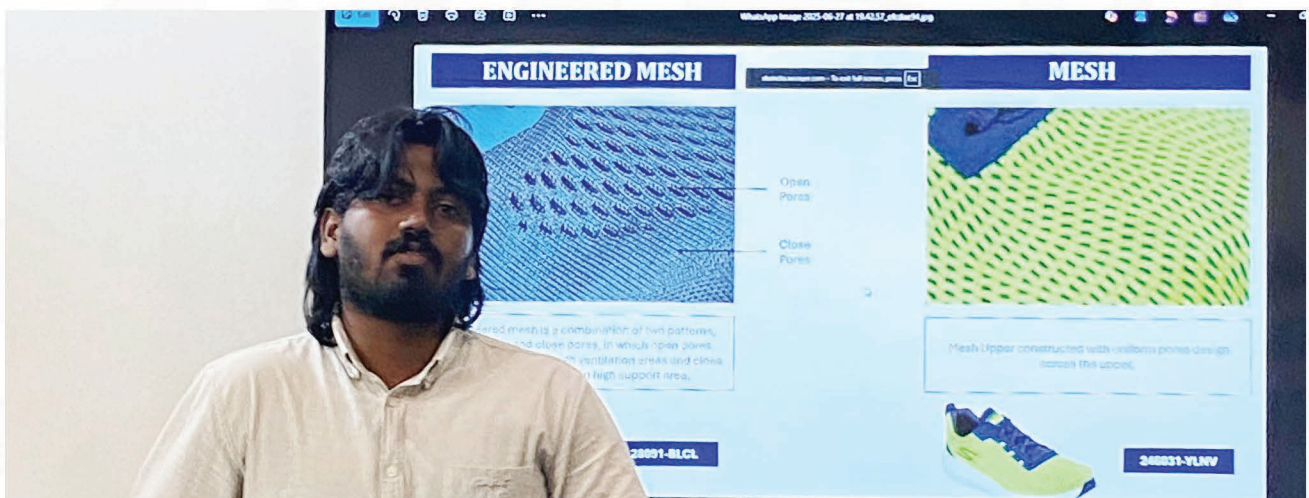
Interview Session

Interview sessions were conducted, giving learners the chance to practice real-world interview scenarios and receive personalized feedback. These sessions helped to build confidence and sharpen interview skills, preparing learners for the job market.



Speak-Up Session: Building Confidence Through Expression

The Speak-Up session provided an open platform for learners to express their thoughts, ideas, and personal experiences in front of an audience. This session aimed at building confidence, improving public speaking skills, and fostering communication. Learners actively participated, engaging in discussions and receiving constructive feedback, which enhanced their articulation and presentation skills, preparing them for future professional opportunities.



Blogs on CDA Website

The best blogs created by CDA learners as part of their curriculum were published on the CDA website this month. These blogs covered a range of topics in Digital Marketing, SEO, and more demonstrating the learners' expertise and contributing to CDA's growing online presence.

