
TIMES OF CDA

October 2025 Edition

Calicut | Kochi



Shoutouts of October

Global Leaders Visit at Creators & Marketers School

The Creators & Marketers School welcomed Dr. Saaran A. Alshammari, Chairman of Standard Arabia Inspection Company, alongside Muhammed Madani, Abdul Wahid, and Zaid Alfaded. With over five decades of global experience spanning Saudi Arabia, Kuwait, Egypt, the USA, Iraq, and the UAE, Dr. Alshammari shared inspiring insights with young creators and marketers. At UNESCO's City of Literature – Kozhikode, the Creators & Marketers School has become a destination for global leaders to experience India's creative potential and engage with its next generation of innovators.



Convocation for Live Online & Offline Programs

CDA Academy hosted convocation ceremonies for both Live Online and Offline batches, celebrating learners as they completed their academic journeys. The Live Online Convocation was graced by Mohammed Fazeem, CEO of HILITE Builders, who encouraged learners to approach their careers with creativity and courage. The Offline Convocation featured Shafeeque M.M., Founder & CEO of StartEd Academy, who shared valuable insights on entrepreneurship and education. Another offline ceremony welcomed Tabish Ahamed, Brand Manager – New Categories at Tata Consumer Products, who inspired learners to think innovatively and embrace lifelong learning. Each ceremony captured a spirit of pride and inspiration as learners stepped into their next professional chapter. Each ceremonies were filled with inspiration and pride as learners prepared to take their next professional steps.



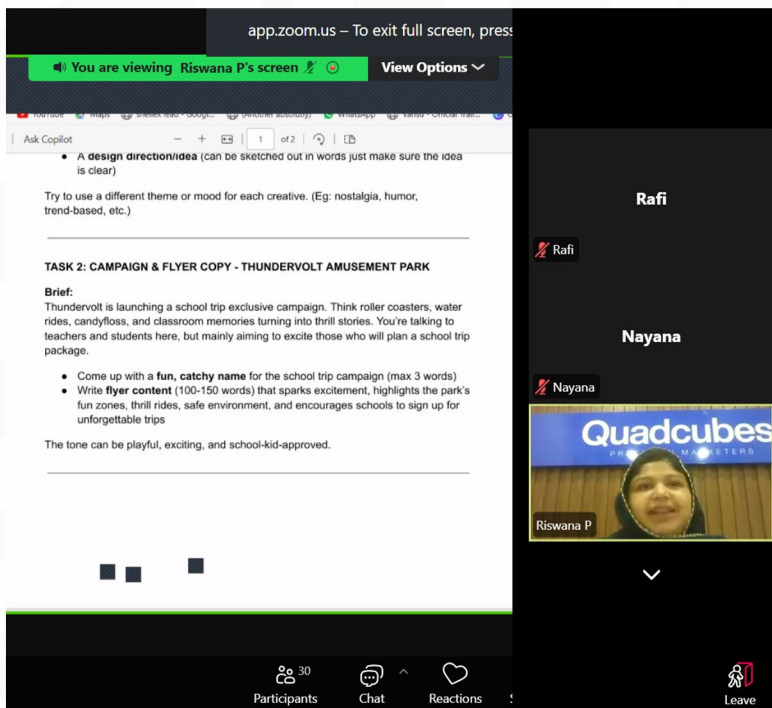
AMME Assessment & Batch Closing

The AMME (Advanced Marketing Manager & Entrepreneurship) assessment evaluated candidates on their strategic thinking, leadership mindset, and marketing expertise. As the batch approaches its closing, the assessment acted as a milestone identifying top-performing participants who are ready to step into roles that blend marketing strategy with entrepreneurial innovation.



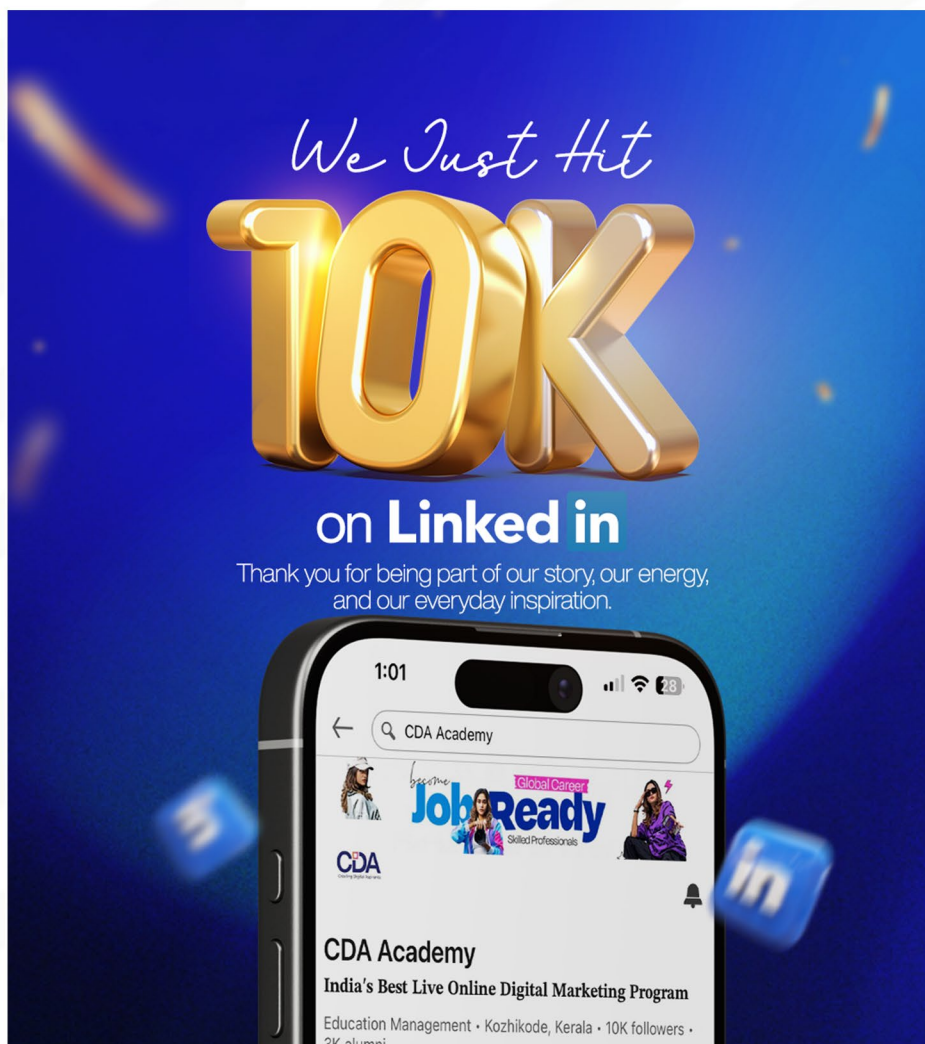
Massive Recruitment Drive

CDA Academy entered the final stages of its massive recruitment drive, offering 50+ opportunities across CDA Academy, Creators & Marketers School, and Quadcubes. This exclusive initiative invites ambassadors to come back home to the community and ecosystem built to help them grow. The drive represents more than placements; it's a full-circle moment where learners and ambassadors evolve into professionals shaping the next wave of creative excellence.



CDA Academy Crosses 10K Followers on LinkedIn

CDA Academy reached a major milestone this month by surpassing 10,000 followers on LinkedIn, a proud moment that reflects the growing impact of its creative and marketing community. The page has become a hub for industry insights, success stories, and updates that inspire learners, ambassadors, and professionals alike. This achievement stands as a testament to the trust, engagement, and connection CDA Academy has built within the digital education ecosystem.



CDA Academy Hosts Two Major Industry Events Back-to-Back

CDA Academy served as the venue partner for two major events this month the Friends of Figma Kozhikode's Make-a-thon, held at CDA Academy, and the E-Com Community Meetup, hosted at the Creators & Marketers School. Both gatherings brought together creative professionals, designers, and entrepreneurs to exchange ideas and foster collaboration. At the E-Com Community Meetup, KV Hudaif, Director of CDA Academy, joined the panel discussion, sharing insights on digital transformation, upskilling, and the evolving landscape of e-commerce in India.

Figma Make-a-thon

26th
Oct 2025



Thank you for being with FOF Kozhikode



Friends of Figma
Kozhikode

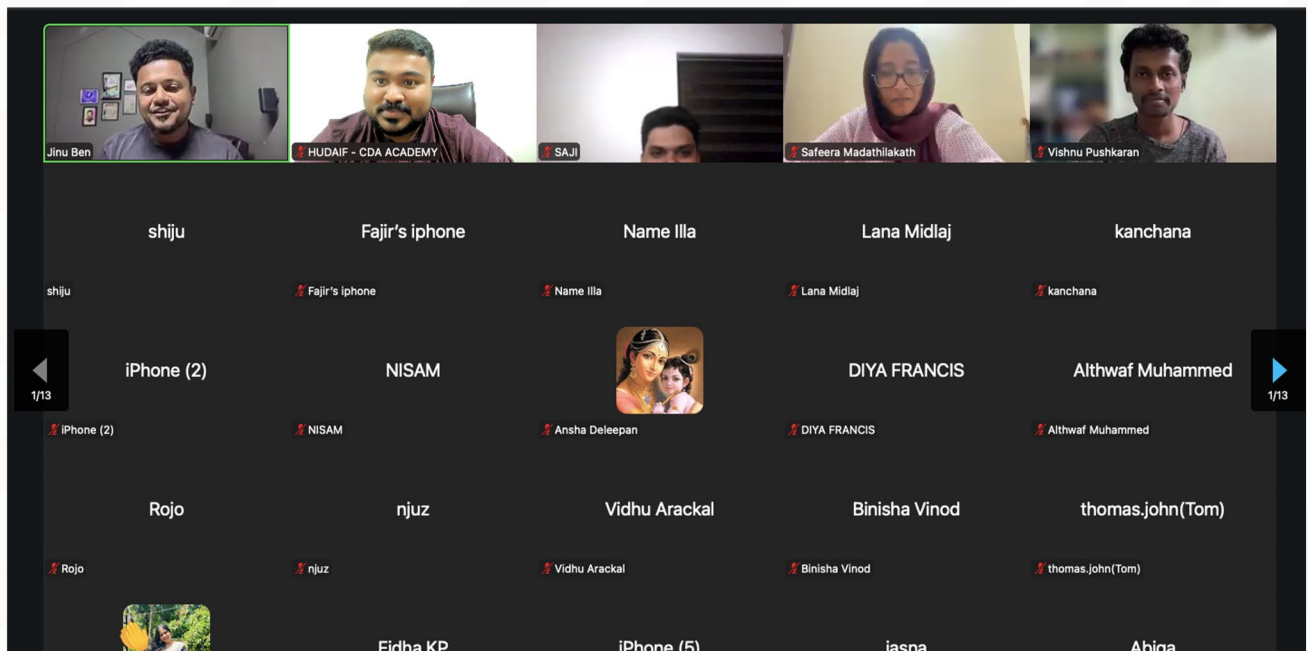
Venue Partner
CDA
Academy

For more:
friends.figma.com/kozhikode



Exclusive Session with Jinu Ben

The Creators & Marketers School hosted an exclusive webinar featuring Jinu Ben, former South Partnerships Lead at Meta and now Strategic Mentor at the school. He shared valuable insights on how to craft impactful resumes, approach interviews at world-class companies, and build a personal brand that stands out in the global market. The session brought together aspiring professionals eager to learn from Jinu's real-world experience, leaving them inspired and equipped to take their next career leap with confidence.



First 4-Month Digital Marketing Batch Onboarded

CDA Academy proudly onboarded its first-ever 4-Month Digital Marketing Program batch, marking a new step in short-term, intensive learning. Alongside, new learners also joined the regular offline, live online, and weekend programs, beginning their journeys toward mastering practical marketing skills. Orientation sessions introduced them to CDA Academy's performance-based learning culture, real-world projects, and mentorship opportunities setting the tone for a transformative experience ahead.



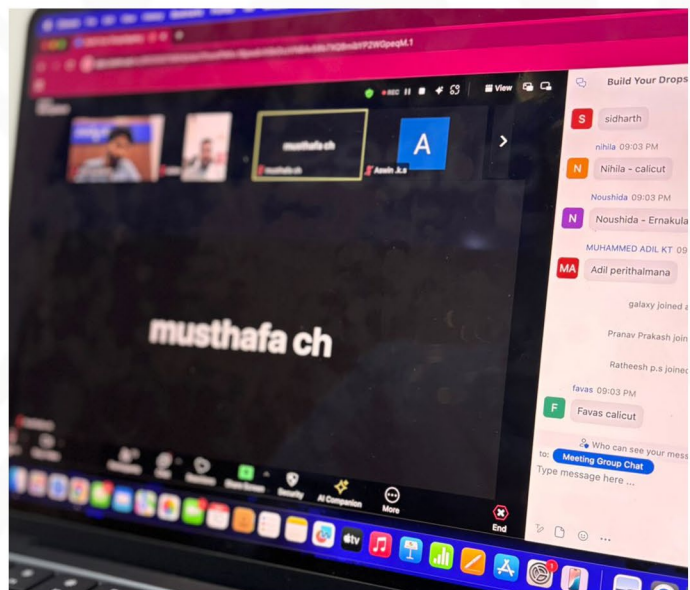
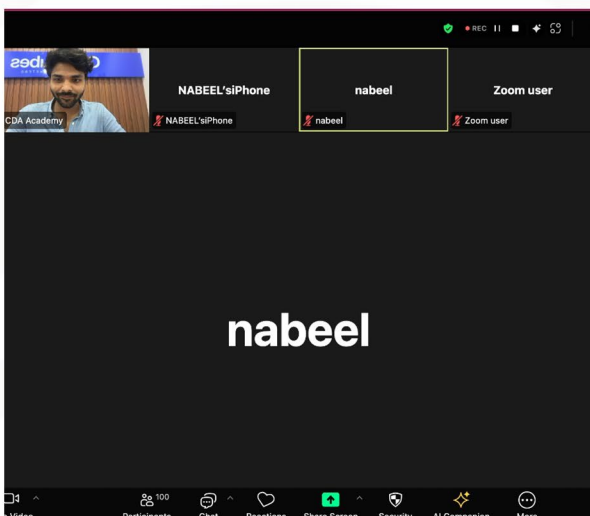
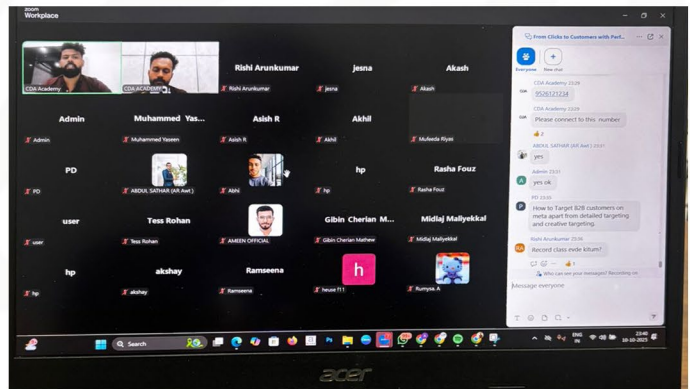
QCDA Talks

The latest episode of QCDA Talks featured Humayoon Kalliyath, Executive Director of Kairali TMT, who shared his inspiring journey of blending legacy with innovation in the steel industry. He spoke about how modern technology and strategic thinking are reshaping traditional sectors and the importance of adaptability in leadership. His insights offered listeners a deeper look into sustaining a legacy brand while driving progress in today's fast-changing business world.



Webinars on Performance Marketing & E-Commerce

CDA Academy conducted two power-packed sessions designed to strengthen participants' expertise in marketing and e-commerce. The "From Clicks to Customers with Performance Marketing" webinar, led by Sachin (Google Ads Specialist) and Aswin (Meta Ads Specialist), explored practical strategies to convert audiences into customers through high-performing ad campaigns. Meanwhile, the "Build Your Dropshipping Store in 2025" and "Build Your Shopify Store in 2025: Sell, Scale & Succeed" webinars by Sahil (E-Commerce Mentor) offered a step-by-step guide to setting up and scaling successful online businesses. Both sessions equipped participants with actionable insights to build and grow in the digital space.



Halloween Bash at CDA Academy

CDA Academy embraced the Halloween spirit across all its centres with a fun-filled celebration that blended creativity, costumes, and community. Learners and mentors stepped into spooky avatars, turning classrooms into zones of laughter and eerie excitement. From themed games and decor to impromptu performances, the day was all about letting loose, expressing creativity, and building memories that went beyond the classroom.



Grow Ahead Session

This month's GrowAhead session led by Sachin, SEO and AEO Expert, explored the evolving landscape of search covering Answer Engine and Generative Optimization. Ambassadors gained clarity on optimising e-commerce platforms for AI-driven search engines, understanding the tools and methods shaping the next era of SEO and visibility.

The image displays a Zoom meeting interface and a promotional banner for the Grow Ahead Ambassadors session.

Zoom Meeting Interface:

- Top Bar:** Shows the meeting title "CDA Academy's screen" and participants: Aparna p.p, abiq, Ashik A.
- Participants List (150):** A list of participants with their names and status (e.g., Adarsh Babu k, ADHRAJ G MAHENDRA, adil, Afia febin, Aishwarya Karuppali, Aishwarya Sivan, Ajay Ashok, akhil, Akshay, Akshay Booshan A K, AL AMEEN AK, Amal Jose, AMAL VENUGOPAL, AMAL VENUGOPAL, Ameerda v p, ameena shafeek).
- Chat Window:** Displays a chat conversation with a user named "Sachin". The chat content includes:
 - A list of interior design services: "Focused on home interiors, modular services, transparent pricing.", "Good for residential projects where you want a balance of budget + design.", "Tip: Ask for past projects in your city to check finish & local vendor coordination."
 - A section titled "3. Studio Lotus (New Delhi)" with three images of interior design projects.

Grow Ahead Ambassadors Session Banner:

- Logo:** "Grow ahead Ambassadors" with a heart icon.
- Text:** "AEO & GEO (Answer & Generative Engine Optimization)" and "SACHIN SEO & AEO Expert".
- Image:** A portrait of Sachin, the SEO & AEO Expert.

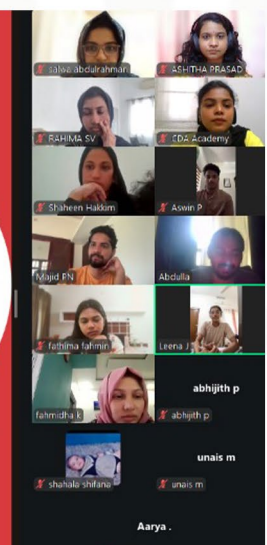
Strategy Presentation

Learners developed and presented innovative strategies to boost brand sales and market presence. Each presentation combined creativity, data-backed insights, and practical marketing tactics. Mentors provided detailed feedback, helping learners refine their approach and build a deeper understanding of real-world brand strategy.



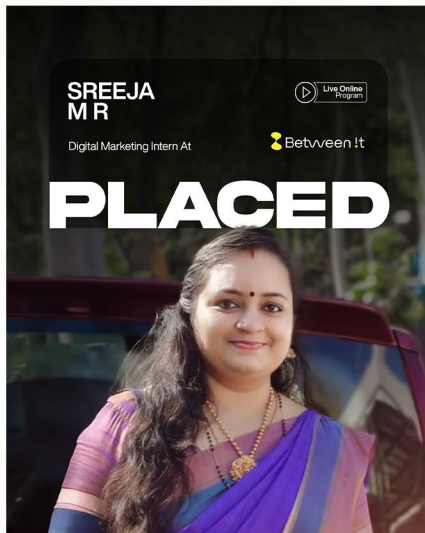
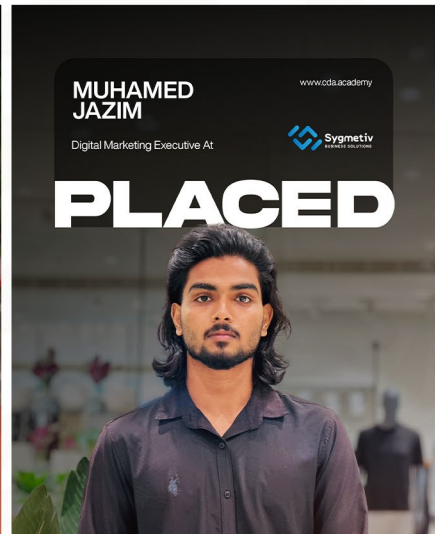
BRAND AUDIT PRESENTATION

BRAND - COCA COLA



Unmatched Placements

This month 175 CDA Academy learners secured placements across leading companies and brands. Their success highlights CDA Academy's result-oriented approach and commitment to turning classroom learning into career opportunities.



Top Rankers on Google

CDA Academy learners continued achieving strong SEO results, ranking high for competitive keywords across multiple domains. Their consistency in applying advanced SEO strategies reflects the CDA academy's emphasis on practical learning and performance excellence.

TOP RANKERS OF GOOGLE in October Month



Search Google or type a URL



www.cda.academy

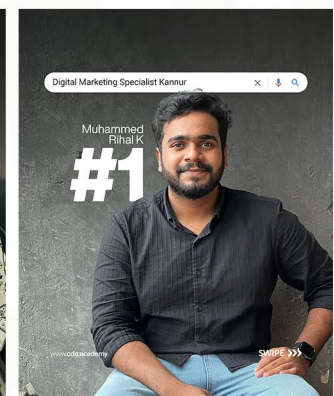
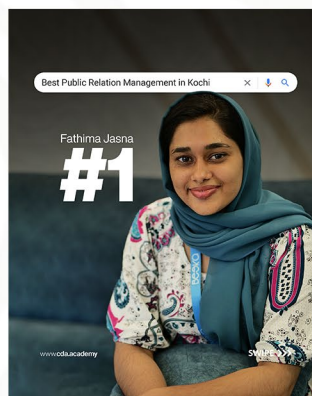
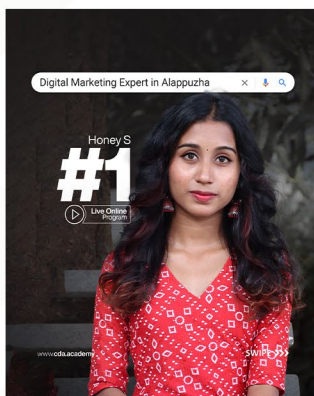
TOP RANKERS OF GOOGLE in October Month



Search Google or type a URL



www.cda.academy



Blogs on CDA Website

This month, selected learners' blogs were published on the CDA Academy website. Covering topics in digital marketing, SEO, and creative strategy, these blogs showcased learners' expertise while expanding CDA Academy's growing digital knowledge base.

