

TIMES OF CDA

December 2025 Edition

Calicut | Kochi



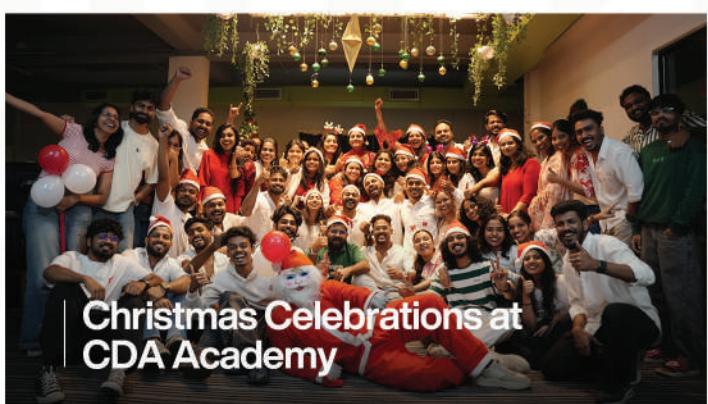
Creators & Marketers School
Corporate Video Released



Pepper Award Win for Women's Day Campaign



AMME First Batch Onboarded



Christmas Celebrations at
CDA Academy

Shoutouts of December

Creators & Marketers School Corporate Video Released

The Creators & Marketers School corporate video was released this month, capturing the soul of the school its intent, people, and philosophy. More than an introduction, the video communicates why Creators & Marketers School exists, who it is built for, and how it approaches learning differently by blending creativity, strategy, and real-world exposure.



Pepper Award Win for Women's Day Campaign

December began with a proud creative milestone as CDA Academy's Women's Day campaign, crafted by Quadcubes, won the Pepper Award. The campaign stood out for its strong narrative, emotional depth, and socially relevant messaging. More than just a visual success, the video reflected CDA Academy's belief that powerful content should carry meaning, spark conversations, and represent real voices. This recognition reinforced the creative standards and storytelling mindset that define the CDA ecosystem.



Award: **BRONZE** | Category: Video Craft - Cinematography | Client: CDA Academy

AMME First Batch Onboarded

A major milestone for Creators & Marketers School, the first-ever batch of the Advanced Marketing Manager & Entrepreneurship (AMME) program officially began on December. This onboarding marked the start of a high-intensity, leadership-focused journey designed for future marketers, strategists, and founders. The energy in the room reflected ambition, clarity, and readiness to move beyond basic learning into decision-making and ownership.



Christmas Celebrations at CDA Academy

The festive season brought warmth and togetherness across CDA Academy. Christmas celebrations were filled with light moments, shared laughter, and simple joy offering a pause from the intensity of learning while strengthening bonds within the community. A reminder that growth happens best in spaces where people feel connected.



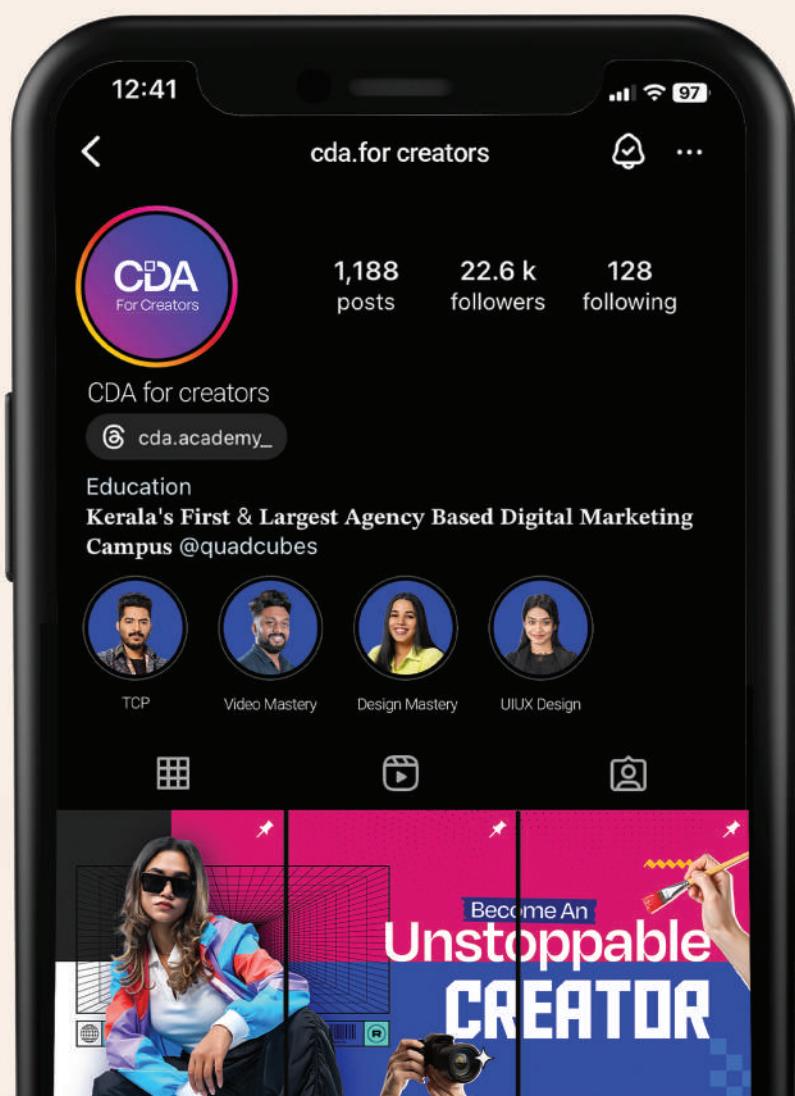
White Gathering at CDA Academy

CDA Academy came together for a White Gathering, where the entire team dressed in white and connected around the launch of the new 4-month Digital Marketing batches. The session opened up meaningful conversations on why the program duration was extended, how the syllabus has evolved, and what these changes mean for learners stepping into the industry. It was less of an announcement and more of an alignment moment everyone on the same page, moving forward together.



CDA for Creators - Instagram Page Launched

CDA Academy introduced a dedicated Instagram page titled “CDA for Creators”, created as a focused space for creative-first programs including Design Mastery, Video Mastery, Total Creator Master, and UI/UX Design. The page brings together learner works, class moments, creative processes, and real-world exposure from these programs, giving aspirants and learners a clearer view of how creative careers are shaped at CDA Academy.



Agency Day for Digital Marketing Program

A new learning experience called Agency Day was introduced this month for the 4-month Digital Marketing program. Through this initiative, professionals actively working at Quadcubes across different digital marketing roles interact directly with learners. These sessions give learners real exposure to agency workflows, communication standards, and the day-to-day realities of client work, bridging the gap between classroom learning and agency life.



Convocation Ceremony

The convocation ceremony marked an important milestone for learners as they completed their learning journey at CDA Academy. The event was graced by Arjun K Raghav, Founder of Nexcap & Lumpsum, Investment Specialist & SIP Planner, along with Minhaj Muhammed, Content Creator and F&B Branding Expert. Their perspectives on career growth, financial awareness, branding, & long-term vision added depth to the occasion, motivating learners to move forward with confidence, clarity, and purpose as they step into the professional world.



Learners' Video Crosses 6 Million Views

One of the most powerful highlights of the month learner-created content crossing 6 million views and still counting. This milestone reflected platform understanding, content intuition, and execution skills developed through hands-on practice. It reinforced that CDA learners don't just learn trends they apply them with confidence.



Hands-On Workshops

December featured immersive workshops that strengthened creative and technical skills. The UI/UX workshop led by Nymah, a UI/UX Designer, explored design thinking, user behaviour, interface clarity, and the importance of user-centric problem-solving. Alongside this, the Cinematography and Video Editing workshop at CDA Kochi, conducted by Mathew (Cinematographer) and Abhijith (Video Editor), unpacked visual storytelling, camera perspectives, framing, and post-production workflows. These sessions gave participants deeper insight into how creative decisions translate into impactful visuals.



Learners Collaboration with Tasty Food

As part of their learning journey, CDA Academy learners collaborated with Tasty Food, one of Quadcubes' active agency clients. This hands-on collaboration allowed learners to work on real brand requirements, apply their skills in a live context, and understand how creative and strategic decisions come together in real campaigns.



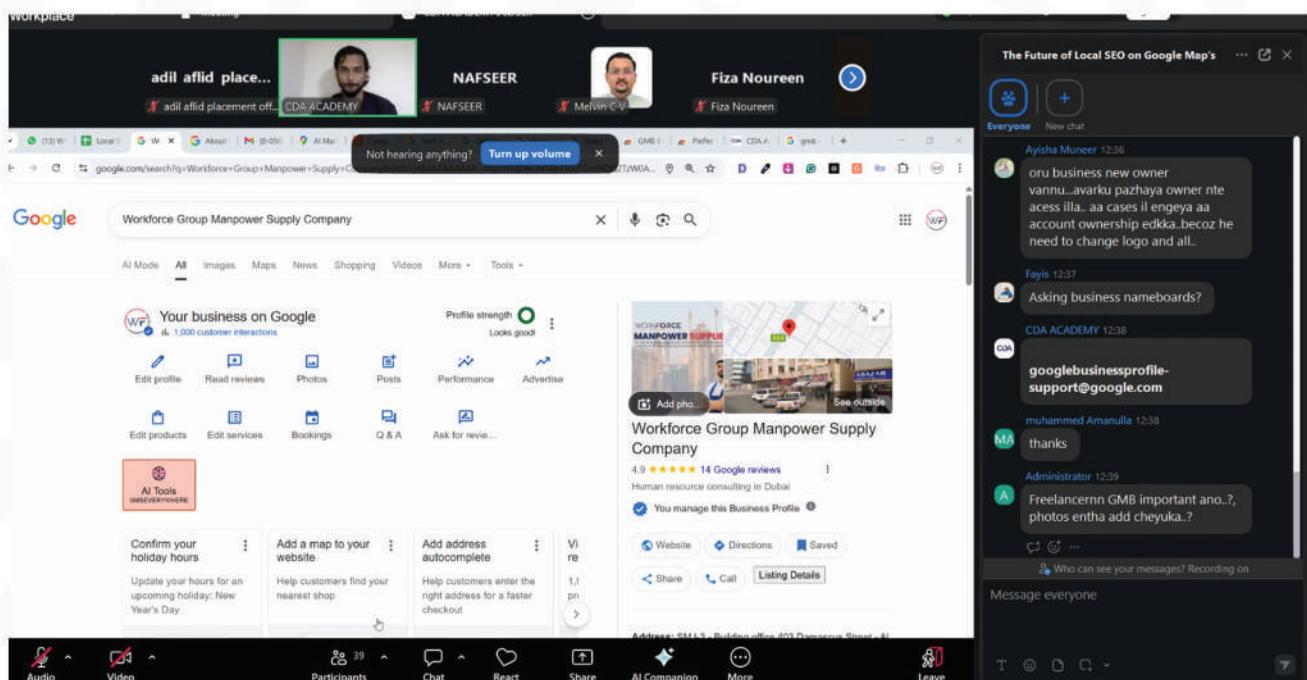
New Batches Onboarded

This month, CDA Academy welcomed a new set of learners into its Live Online, Regular Offline, and Weekend batches. With programs spanning Digital Marketing, Video Mastery, and creator-driven learning paths, the onboarding marked the beginning of many new journeys. Orientation sessions introduced learners to how the programs work, what lies ahead, and how they can make the most of the learning experience from day one.



Grow Ahead Session

The GrowAhead session this month focused on a highly relevant and evolving topic "The Future of Local SEO on Google Maps: Being Chosen Before the Click." Led by Misbah Muhammad, Organic Growth Consultant, the session explored how local visibility, search intent, and optimisation strategies influence real-world business decisions even before users visit a website. Ambassadors gained practical insights into how brands can stand out locally, build trust, and drive growth through smarter SEO approaches.



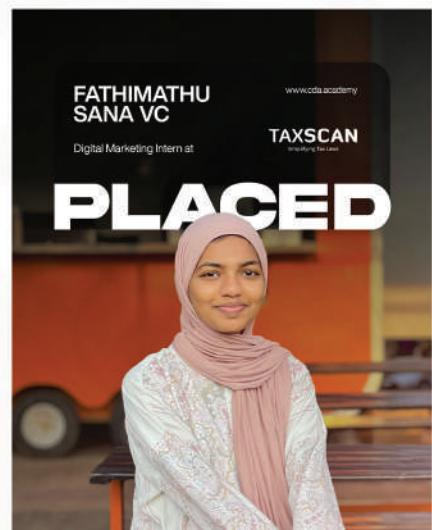
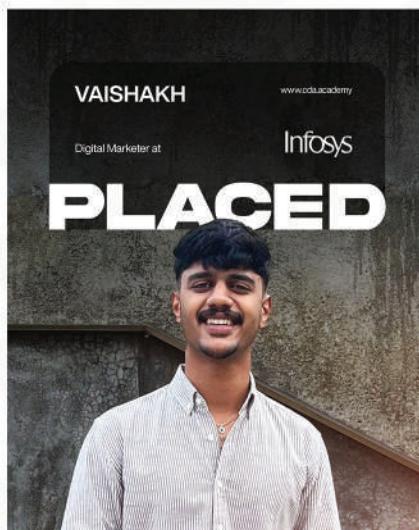
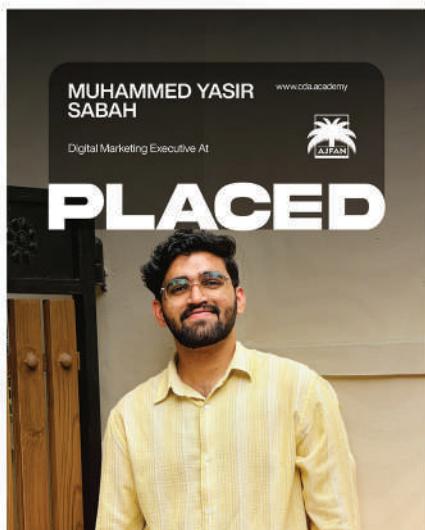
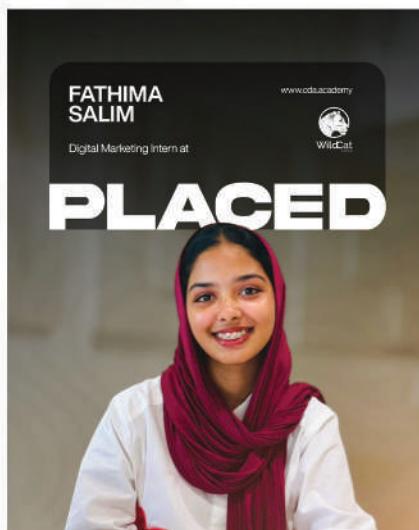
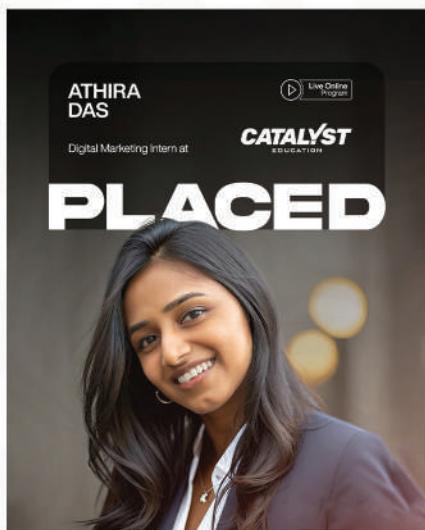
The screenshot shows a video conference interface with four participants: adil afid place..., NAFSEER, Melvin C.V., and Fiza Noureen. The video feed for NAFSEER is visible. The browser window shows a Google search result for 'Workforce Group Manpower Supply Company'. The search result includes a Google Business Profile for 'Workforce Group Manpower Supply Company' with a 4.9 rating and 14 reviews. The Microsoft Teams chat window on the right shows a conversation about business nameboards and account ownership, with messages from Aysha Muneer, Fayis, CDA ACADEMY, googlebusinessprofile-support@google.com, muhammed Amarulla, and Administrator.



The promotional graphic features the 'Grow ahead Ambassadors' logo on the left and a portrait of Misbah Muhammad on the right. The text in the center reads: 'The Future of Local SEO on Google Maps' and 'MISBAH Organic Growth Consultant'.

Unmatched Placements

December continued to strengthen CDA Academy's placement momentum, with 190 learners securing placements across agencies, brands, and creative teams. Each placement reflected consistent skill-building, practical exposure, and industry readiness. This ongoing success reinforced CDA Academy's focus on outcomes where learning translates into real opportunities and meaningful career progress.



Strategy Presentation

Learners presented strategic growth plans by analysing existing brands and proposing ways to improve sales and market positioning. These sessions sharpened business thinking, presentation confidence, and the ability to translate ideas into clear, actionable strategies.



Interview Sessions

Interview sessions for the Digital Marketing and Creators Course batches helped learners experience real-world hiring scenarios, improve articulation, and understand employer expectations. Feedback from mentors supported refinement in both communication and approach.

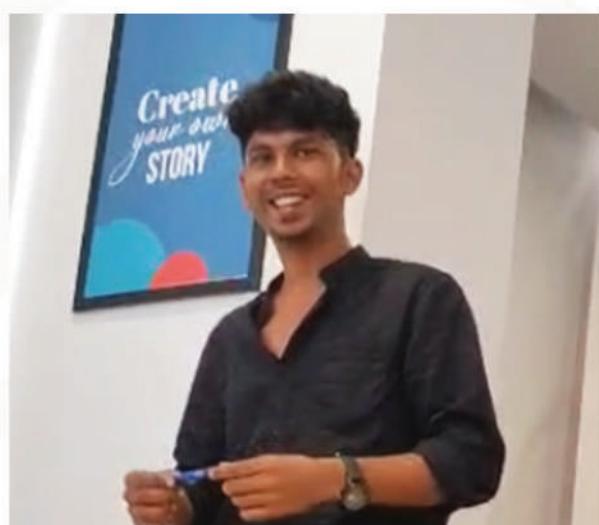


Top Rankers on Google

Learners achieved strong search visibility this month, demonstrating effective SEO application through research, content structure, and optimisation. These results reflected disciplined effort and practical understanding of search behaviour.

Speak-Up Session

The Speak-Up session created an open space for learners to step forward and share their thoughts, perspectives, and personal experiences in front of their peers and mentors. More than just speaking, the session focused on building confidence, clarity of expression, and comfort in communication. Learners actively participated, listened to different viewpoints, and gained constructive feedback, making it a valuable exercise in self-expression and professional readiness.



Blogs on CDA Website

Learner-written blogs were published on the CDA website, covering topics in digital marketing, SEO, and content strategy. These pieces added value to CDA's knowledge platform while giving learners real publishing exposure and confidence.

