



SKILLZYNTM
ACADEMY
Empowering Skills

Build Skills
Build Your
Future



Skillzyn Academy
Career - Focused Training Programs

 www.skillzyn.com

About Us



Your Pathway to Career Success Starts Here.

Skillzyn Academy is a professional skill-development institute dedicated to bridging the gap between education and industry. We focus on practical, career-oriented training that empowers students to become job-ready in high-demand sectors. Our programs combine expert faculty guidance, hands-on learning, and internship support to help learners build strong career foundations.

Our Mission

At Skillzyn Academy Private Limited, our mission is to empower students with industry-relevant skills that bridge the gap between education and employment.

Why Choose Skillzyn?

Industry-oriented training

Practical learning + internships

Expert faculty & real-world projects

Placement assistance

Globally relevant skills



Programs We Offer

Choose Your Career Track

- Healthcare Management & Administration
- Diploma in Civil Construction Management
- Logistics & Supply Chain Management
- Human Resource Management & Industrial Relations
- Diploma in Food Safety & Quality Management
- QA / QC (Mechanical, Civil, Electrical)
- Aviation & Airport Management
- Banking & Financial Management
- Accounting & Taxation
- Fire and Safety
- Digital Marketing
- NDT Level II
- Oil and Gas Operations
- Electric Vehicle (EV) Design
- Montessori Teacher's Training



courses

Digital Marketing

Duration

3 Months

Qualification

Plus Two & Above

Certification

(CTDS), Skillzyn

The Digital Marketing course at Skillzyn Academy Private Limited is designed to equip students with the knowledge and practical skills required to pursue successful careers in the digital marketing and online media industry. The course covers a comprehensive range of topics, including search engine optimization (SEO), social media marketing, content creation, pay-per-click (PPC) advertising, email marketing, web analytics, and digital strategy development.

Career Opportunities ?

SEO Specialist

Digital Marketing Executive

Social Media Manager

Content Marketing Strategist

PPC (Pay-Per-Click) Campaign Manager

Email Marketing Specialist

Web Analytics Analyst

Affiliate Marketing Coordinator

E-commerce Marketing Manager

Influencer Marketing Executive



Benefits of

Digital Marketing

- Industry-Relevant Curriculum**
Covers essential topics such as SEO, social media marketing, content strategy, PPC, email marketing, and analytics.
- Practical Training**
Gain hands-on experience through live projects, campaign simulations, and tool-based learning (e.g., Google Ads, Meta Business Suite).
- Career Opportunities**
Opens doors to roles in digital marketing agencies, startups, e-commerce platforms, and corporate marketing departments.
- Skill Development**
Builds competencies in online campaign management, content creation, brand storytelling, and performance analysis.

Course Module

- 1. Digital Marketing Basics**
 - » Introduction to Digital Marketing
 - » Marketing Funnel & Customer Journey
 - » Types of Digital Marketing
 - » Branding & Online Presence
 - » Market & Competitor Analysis

2. EV Vehicle Architecture

- » EV powertrain layout
- » Chassis & body structure
- » Weight distribution & packaging
- » Vehicle dynamics basics
- » Comparison of EV platforms

3. Battery Technology & BMS

- » Lithium-ion battery fundamentals
- » Cell, module & pack design
- » Battery chemistry comparison
- » Battery Management System (BMS)
- » Thermal management basics

4. EV Design Calculations

- » Vehicle performance calculations
- » Tractive force & power calculation
- » Range estimation
- » Battery sizing
- » Motor power calculation

5. Transmission, Braking & Thermal Systems

- » Single-speed gearbox
- » Differential & driveline
- » Regenerative braking
- » Cooling systems (battery, motor, inverter)
- » HVAC basics for EVs

6. Social Media Marketing

- » Facebook, Instagram, LinkedIn
- » Content strategy, Content calendar
- » Hashtags & engagement
- » Organic growth techniques

7. Social Media Advertising

- » Meta Ads Manager
- » Campaign objectives, Audience targeting
- » Creative & ad copy
- » A/B testing, Retargeting

8. Analytics & Tracking

- » Google Analytics (GA4)
- » Google Search Console, Conversion tracking
- » KPI measurement
- » Monthly reports

9. Local SEO, ORM & Influencer Marketing

- » Local SEO optimization
- » Online Reputation Management
- » Review management
- » Influencer marketing strategy, Campaign planning

Build **Skills** Build Your Future



Start Your
Skill Journey Today !



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