



# THE DMAKE JOURNEY

EDITION : 28/JULY-AUG

## OUR SUCCESS STORY OF DMAKE STUDENTS

DMAKE STUDENTS SUCCESSFULLY  
COMPLETED DIGITAL MARKETING AND  
MEDIA COURSES



## FIRST AND LARGEST AGENCY BASED ACADEMY

DMAKE ACADEMY IS THE FIRST  
AND LARGEST AGENCY BASED ACADEMY  
IN KOLLAM , PROVIDING DIGITAL MARKETING  
AND MULTIMEDIA COURSES

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വിജ്ഞാന  
ACADEMY

# ACADEMY



# Crafted with Purpose. Inspired by People.

Welcome to the first edition of Dmake Academy Lounge – Our Journey, a magazine born from the heart of our academy and the spirit of every student who has walked through our doors. This publication is more than just pages of photos and events—it's a reflection of the transformation, culture, and connection that defines Dmake.

As a faculty member, I've had the honor of witnessing students evolve from unsure beginners into confident digital creators. And through this magazine, we bring those journeys to life. From the classroom buzz to convocation cheers, from client campaigns to cultural celebrations—this magazine celebrates every milestone, every moment.

This project was a labor of love, collaboration, and creativity—designed to preserve memories, showcase talent, and inspire the next chapter. Thank you to every student, staff member, and supporter who made this possible.





# Why This MAGAZINE MATTERS

At Dmake, we believe learning is not limited to the classroom. It's lived through experiences, celebrated through wins, and remembered through stories. That's why we created this magazine—not just to inform, but to inspire.



It's a tribute to the students who stayed back late to perfect their project...

To the interns who nervously faced their first client call...

To the content creators who turned trends into opportunities...

To the team who believed that practical education can change lives.

This magazine also represents our commitment to storytelling, creativity, and digital documentation. It's a tool for inspiration, a record of progress, and a reminder that with passion and purpose, everything is possible.

As you turn these pages, I hope you feel proud. I hope you feel connected.

And above all, I hope you feel like a part of something bigger—the Dmake journey.

With gratitude and love,

Sumayya S  
Digital Marketing Faculty &  
Magazine Editor  
Dmake Academy Lounge



**FIRST AND LARGEST AGENCY  
BASED ACADEMY IN KOLLAM**

## **A WORD FROM THE FOUNDER**

When we started Dmake Academy, our mission was simple – to create a practical, purpose-driven learning space where digital minds could be shaped with industry insights, real tools, and hands-on projects. Today, looking at the hundreds of students who have passed through our doors, interned with live clients, launched their own brands, or earned top placements, I feel an overwhelming sense of pride.

This magazine, "Our Journey," is more than just a collection of stories. It is a reflection of our values, our students' spirit, and our belief in education that empowers. Every batch, every celebration, and every campaign we've executed together is part of this journey – and this magazine is a tribute to all of you who made it happen.

To our students – you are not just learners, you are creators. To our faculty and mentors – you are the driving force behind every transformation. And to our partners and supporters – thank you for trusting our vision.

Let this be the beginning of many more stories to tell. Dmake Academy is not just an academy. It is a movement.



**Dmake Academy  
was not built in a  
day – it was built  
with a vision, a  
team, and the  
unwavering  
belief that every  
student has the  
potential to lead  
the digital world.**

**Muhammed Ikbal  
Founder & Academic Director  
Dmake Academy**





# Our Origin Story

One year ago, on July 17, 2024, Dmake Academy officially opened its doors with a mission to redefine digital marketing education in Kerala. Born from the vision of our founder Muhammed Ikbal, a passionate academic leader and industry mentor, Dmake Academy was established to bridge the gap between classroom learning and real-world digital agency experience.

Backed by the expertise of Dmake Technologies, Kollam's leading digital marketing agency, the academy was launched not just as a training center, but as a first-of-its-kind agency-based academy – where students learn by doing, create with confidence, and graduate with hands-on experience.

Our very first classroom echoed with the passion of curious learners and the energy of innovation. Within months, our academy became a vibrant space where students worked on live projects, executed campaigns for real clients, and earned their first freelance and job placements.





## OUR TEAM

# YOUR SUCCESS SQUAD AT DMAKE

“

**From the very first counselling session to the final project presentation, our team works as one — sharing knowledge, solving challenges, and shaping futures. This is not just teamwork; this is the Dmake spirit.**

At Dmake Academy, our success is driven by a passionate and collaborative team of educators, strategists, creators, and mentors who bring learning to life. From academic counsellors who guide students at the very beginning, to faculty members who deliver hands-on digital marketing and multimedia training, every team member plays a vital role in shaping confident professionals. Our Customer Relationship Executive ensures seamless student support, while our Social Media and Marketing experts build the brand's presence and empower students with real-world insights. United by a shared vision of quality, innovation, and practical learning, the DMake team works together to turn aspirations into achievements — making the academy not just a place to study, but a place to grow.



# SPEAK OUR TEAMS

## Guiding Minds. Shaping Futures.



At Dmake Academy, I believe in teaching beyond the textbook. My goal is to help students not just learn tools like Meta Ads or SEO, but to think like real marketers. Every campaign they create should have strategy, creativity, and purpose. Watching our students grow from learners to confident digital professionals is the most rewarding part of my journey here

**SUMAYYA SAIFUDEEN**  
Digital Marketing Faculty



Design is not just about visuals; it's about telling a story. At Dmake, I focus on helping students express ideas through design and video with tools like Canva, Photoshop, CapCut, and Premiere Pro. Whether it's a logo, a reel, or a brand video, I want our students to create content that speaks and connects

**ABIJITH BYJU**  
Multi Media Faculty



# SPEAK OUR TEAMS

## The People Who Power Dmake

“

Every student has a story, and my role is to guide them toward the right path. At Dmake Academy, I help learners choose the course that fits their passion and career goals. From admission to certification, I'm proud to walk with them every step of the way.”

**SAJEENA**  
Academic Counsellor



“

In the fast-paced world of digital marketing, staying ahead means being both strategic and creative. At Dmake, I help bridge the gap between learning and real-world results. From managing client campaigns to supporting academy growth, my focus is on driving visibility, value, and success for both our students and brand

**BILAL MUHAMMED**  
Marketing Manager





# SPEAK OUR TEAMS

## Meet the Experts

## Behind the Experience

“

Social media is constantly evolving, and I help students keep up with it—through trend analysis, reel creation, platform strategies, and campaign execution. At Dmake, we don't just scroll; we create impact.

**AMALENDU**  
Social Media Specialist



“

Design speaks where words fall short. At Dmake, I guide students to create powerful visuals using tools like Photoshop, Canva, and Illustrator—building designs that tell stories and drive engagement

**BODHI PRAKASH**  
Graphic Designer



“

Behind every successful student is a team that believed in them — proud to be part of your journey at Dmake

**DEVIKA**  
Academic Counsellor



# OUR COURSES

## Digital Marketing Courses



At Dmake Academy, we offer industry-relevant, AI-powered, and 100% practical courses tailored to students, professionals, freelancers, and business owners. Each course is designed by experts and powered by real-world agency experience, client projects, and modern tools. Whether you're starting your career or upskilling, there's a perfect course waiting for you.

COURSE	DURATION	SYLLABUS
ADVANCED DIPLOMA IN AI BASED DIGITAL MARKETING	6 MONTHS	30 MODULES, 50 TOOLS
AI BASED DIPLOMA IN DIGITAL MARKETING	3 MONTHS	20 MODULES, 30 TOOLS
AI BASED SOCIAL MEDIA MARKETING	1 MONTH	6 MODULES
WEB DEVELOPMENT & WEB DESIGN	1 MONTH	6 MODULES
SEO & SEM	1 MONTH	6 MODULES





# MULTIMEDIA COURSES

Create. Design. Inspire.

Dmake Academy's multimedia courses empower you to create stunning visuals and professional videos with tools like Photoshop, Premiere Pro, and After Effects. Our 3 to 6-month diplomas in Graphic Design, Video Editing, and Combo Courses blend creativity with real-time practice—perfect for aspiring designers, editors, and content creators.

COURSE	DURATION	SYLLABUS
DIPLOMA IN AI BASED GRAPHIC DESIGN	3 MONTHS	Ps Ai Id Lr
DIPLOMA IN VIDEO EDITING & VISUAL EFFECTS	3 MONTHS	Pr Ae Ae
PROFESSIONAL DIPLOMA IN VIDEO EDITING & GRAPHIC DESIGN	6 MONTH	Id Lr Ps Ai Pr Ae Ae
DIPLOMA IN AI BASED DIGITAL MARKETING & GRAPHIC DESIGN	6 MONTHS	20 MODULES, 30 TOOLS Id Lr Ps Ai
DIPLOMA IN AI BASED DIGITAL MARKETING & VIDEO EDITING	6 MONTHS	20 MODULES, 30 TOOLS Pr Ae Ae

# MAKE ONAM 2024

A Day of Tradition, Togetherness & Joy

www.dmakeacademy.in



Dmake Academy's Onam celebration was a vibrant blend of Kerala's rich culture and youthful energy. From colorful Pookkalam designs to traditional games, Onappattu, and a delicious Sadhya, the entire campus came alive with laughter, unity, and festive cheer. Students and faculty alike joined hands to celebrate not just a festival, but the spirit of togetherness that defines DMake. The day reminded us that while we chase digital goals, we remain rooted in the values of community, gratitude, and tradition.

13 September 2024



# X-CITING X'MAS

## *A Season of Sparkles, Smiles & Shared Joy*

Christmas at Dmake Academy was a heartwarming blend of festive fun, student creativity, and community spirit. The campus sparkled with lights, stars, and laughter as students came together to celebrate the most joyful time of the year. From decorating the Christmas tree to exchanging Secret Santa gifts, every moment was filled with excitement and togetherness.



Highlights included the Best Santa Dress-Up, a cheerful Christmas Dance Performance, and a soulful carol singing session that brought everyone closer. Cupcakes, games, photo booths, and themed content creation added a digital twist to the celebration. The event reminded us that joy shared is joy doubled—and at Dmake, we celebrate like a family.

# DMAKE DEEPOLSAV

*Celebrating Lights, Talent & Togetherness*



Dmake Deepolsav was more than a festive event — it was a celebration of light, creativity, and cultural brilliance. Our signature cultural evening, Deepali, lit up the academy with joy, music, and unforgettable memories. Students from all batches showcased their talents in music, dance, fashion, reels, and stage performance, making it a night to remember.

The stage came alive with traditional attire, modern beats, energetic flash mobs, and emotional moments of unity. Competitions like Best Dressed, Best Reels Performance, and Group Dance brought out the vibrant spirit of Dmake learners.



**Deepali wasn't just an event. It was the voice of every student shining through rhythm, reels, and lights**



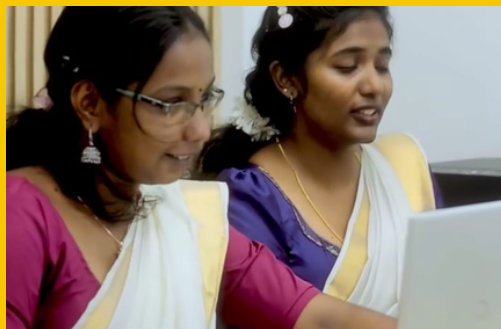


# KERALA PIRAVI @ DMAKE

## Celebrating the Soul of God's Own Country

On November 1st, Dmake Academy proudly celebrated Kerala Piravi, marking the birth of our beloved state. The event paid tribute to Kerala's rich heritage, language, and timeless traditions. Students dressed in traditional attire filled the campus with color and culture, showcasing their pride through performances, poetry, and creative content.

The event not only connected students to their roots but also sparked creativity in how Kerala's culture could blend with modern digital expression. It was a celebration of identity, unity, and pride in being part of God's Own Country.



Kerala Piravi at Dmake reminded us that while we create for the digital world, our culture is what keeps us grounded



# IFTAR NIGHT @ DMAKE

**“Iftar Night at Dmake was a moment where hearts connected, traditions were honored, and unity was celebrated.”**

On the peaceful evening of March 20, Dmake Academy hosted a heartwarming Iftar Night that brought students, faculty, and friends together in a spirit of unity, compassion, and cultural respect. The event was not just about breaking fast—it was about breaking barriers and celebrating the essence of togetherness during the holy month of Ramadan.

The venue glowed with warm lights, soulful recitations, and beautifully arranged traditional dishes. As the azan signaled the time for Iftar, everyone joined in sharing a meal filled with kindness, gratitude, and reflection.





# Vishu @ DMMake

A New Beginning Filled with  
Light, Luck & Learning



**"Vishu at Dmake wasn't just a tradition—it was a celebration of hope, success, and the bright beginnings ahead."**



Dmake Academy welcomed the Malayali New Year with a heart full of tradition and joy during its Vishu celebration. The campus was adorned with the golden glow of Kani Konna, and the spirit of prosperity, hope, and renewal lit up every face. Students and faculty came together to celebrate Vishu with traditional decor, ethnic attire, games, and plenty of laughter.

The Vishu Kani arrangement set the tone for a meaningful start, reminding us of the values we carry forward—focus, clarity, and blessings for a new beginning. Cultural performances, a Vishu-themed reel contest, and a joyful group photo session made the day unforgettable.



# THE POWER OF FREE DIGITAL MARKETING WEBINARS



At Dmake Academy, we believe that education should be accessible, actionable, and inspiring. That belief comes to life through our free digital marketing webinars, which have reached hundreds of aspiring marketers, business owners, students, and freelancers—online and offline. These sessions were not just about learning tools and strategies, but about unlocking opportunities. From mastering Meta Ads to exploring AI-powered content creation, every webinar was designed to deliver practical value and career clarity in just a few hours. And the best part? Every participant walked away not only with new knowledge but also with a certificate of participation—a badge of initiative and growth.



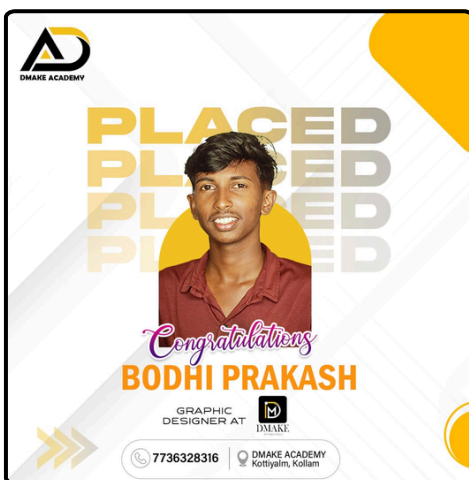
Our mission with these webinars has always been simple: no one should miss a chance to learn, regardless of where they are. Whether you joined us in a classroom or through a mobile screen, thank you for being part of our growing learning community. Here's to making digital education open, impactful, and inclusive—for everyone.

– Dmake Academy Editorial Team



# DMAKE PLACEMENTS SESSION

At Dmake Academy, we don't just train students—we launch careers. With our strong focus on practical learning, internship support, and agency-based training, students graduate with real-world experience and confidence. Our dedicated placement support team ensures that every eligible learner gets access to the right career opportunities, freelance projects, and client work.



Before joining Dmake Academy, I had only heard about digital marketing. Today, I'm confidently working on live client projects, managing campaigns, and applying everything I learned in real-time. The hands-on training, internship experience, and personal guidance from mentors didn't just prepare me for a job—it transformed me into a professional. Dmake didn't just teach me a skill; it opened a door to my future."

— Placed Student  
Testimonial

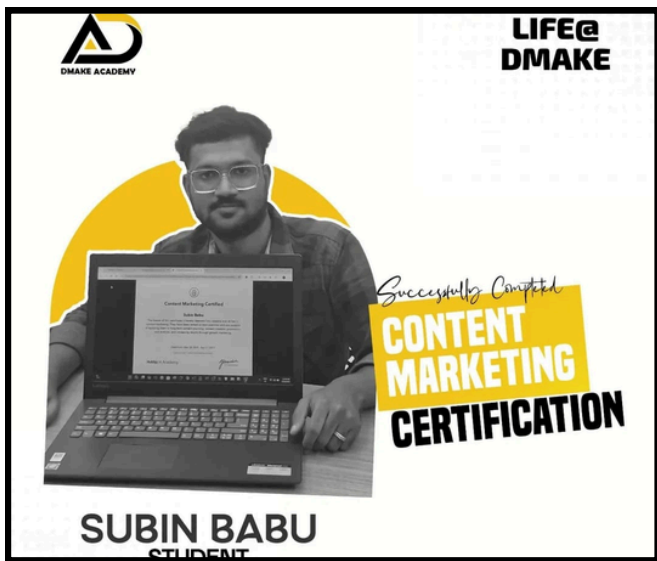


# OUR STUDENTS' FIRST MILESTONE



At Dmake Academy, every small step is a big milestone—and we're thrilled to celebrate our students' first professional achievement in their digital marketing journey: completing the Content Marketing Certification by HubSpot Academy.

This globally recognized certification is more than just a badge—it's proof that our learners understand the core of content strategy, blogging, storytelling, SEO basics, and lead generation. Completing this program reflects our students' dedication to learning, growing, and becoming industry-ready professionals.





# DIGITAL MARKETING STUDENTS QUOTES

“Create content that stops  
the scroll. “

Bijoy.G



“Digital Marketing is  
all about building  
trust online”

Subin Babu



“In Digital Marketing, value wins  
over volume.”

Albin Mathews Alex



“Content is king, but distribution  
is queen, and she rules the  
kingdom”

Meera Krishnan



“Content is king, but  
context is queen,”  
"Think digital, be digital."

fathima rasheed



# Where passion turns into profession....



Dmake Academy stands as a dynamic hub of digital creativity and innovation, offering an immersive, agency-based learning environment where theory meets real-world practice. Our curriculum is built on a strong foundation of hands-on training, integrating industry tools, live projects, and AI-powered strategies. With a dedicated team of expert mentors, we focus on empowering learners with skills in digital marketing, social media management, content creation, multimedia design, and branding. Our academy is also known for hosting impactful events, recognizing talent through awards, and nurturing a supportive community that encourages collaboration and continuous growth. Every step at Dmake is guided by our mission to shape confident, job-ready digital professionals through a learning experience that's both practical and inspiring.



**This is not the end... it's a new beginning.....**