

Advisory Team



Amardeep Bajpai comes from an online marketing and management strategy background. In his last stint, he was responsible for restructuring the marketing efforts of a global online insurance player. He has successfully led online marketing campaigns in six countries in Europe. In the past, he has worked as a strategy consultant with PWC and as a consultant to the SEBI director. He is an MBA from IIM-Ahmedabad and is also a visiting faculty at MDI Gurgaon, IMT Ghaziabad, IIM-Indore etc.



Sameer Nigam has more than 15 years of experience in Knowledge Transfer and IT enabled services. An alumnus of IIM A, he has been involved in the area of quality assurance, knowledge transfer methodologies, skill building programs and execution, outsourcing/off-shoring of services, development and execution of large / global projects.



S.L. Ganapathi is a mechanical engineer from Madras University and 1971 alumnus from IIM-A. He spent ten years in the shipping industry in Kolkata as General Manager, Tata Tea Ltd Shipping Agency Division. He established Logistics Plus India Ltd. which was a 3PL venture. He founded Shelka Marketing Services Private Ltd which is the exclusive distributor of GE home appliances in North India. He is a visiting faculty at various B-schools like IIFT and IMI.



Javed Alvi an IIM-A alumnus, has worked in multiple advisory and consulting roles. His experience include providing networking consultancy for a global IT major, working with a leading investment bank in London, providing management consultancy to Fortune 500 companies. He has rationalized the online marketing budgets of financial majors. He is also an authority in Networking and Artificial Intelligence with several international research publications.



Archana Shukla is a Co-founder of Traininglobe. As a pioneer of Digital Marketing in India, she has grown along with the Internet Industry as a User, a Service Provider and now as an Educator. Her deep interest in media enabled her to pursue Marketing Post Graduate Diploma in Marketing (PGDM) from Symbiosis. She gained rich work experience and skill set to provide creative, innovative & leadership with Webisdorm and Stratbeans. Her deep passion for Digital marketing led her to conceive Traininglobe.



Cdr Awadhesh Mishra- COO, Traininglobe an IIM-A alumni & ISO Qualified Instructor with more than 20 years experience of handling and Executing International Training Assignments in Russia, France, Singapore and African Countries

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TRAININGLOBE WORLD'S LEADING DIGITAL TRAINING INSTITUTE



ABOUT TRAININGLOBE

Traininglobe is the one of the leading Digital training institutes based in India. Traininglobe was incorporated in the year 2010 with a charter of evangelizing superior training in the field of Digital Marketing and Corporate Marketing.

Traininglobe has been exclusively founded by people with an extraordinary vision, industry luminaries who have made path-breaking contributions to the fields of strategic marketing and digitalization of advertising media.

Traininglobe has a huge clan of teachers who provide rigorous and efficient training in respective domains. We have one of the best faculties from IIM Ahmedabad, IIT Delhi and other Ivy League institutions and have a more than 5000 followers working towards eliminating educational inequity. Traininglobe conducts trainings in

many overseas locations including USA, Canada, Dubai and Oman etc.

We have a very efficient model where our trainers travel to the destinations and conduct powerful training sessions which range from 1 day to 3 months depending on requirements. All our trainings are tailored to the client requirement and have an online support and complimentary training material. The training programs are designed in flexible ways so as to meet the demands of freshers as well as working professionals.

We promise unique and advanced techniques with combinations of courses as per the requirement of individuals. Those candidates who wish to enroll for and attend any of the training programs of our institute, please contact info@traininglobe.com.

Why Traininglobe?

Accelerate your career

We promise: "What our expert practitioners teach, you can apply in the workplace straightaway".

- 74% of our graduates are promoted within one year
- Numerous professionals trained on open courses
- Our students placed in various in-company programmes
- 94% rate our training as very good

Traininglobe Trainer

What makes the Traininglobe your first and most-trusted trainer of choice?

- The Institute sets the bar with professional standards and best practices that are recognized and respected worldwide.
- The Traininglobe faculty and your personal tutor guarantee an outstanding experience to inspire your performance.

USP's

- IQ-Globe-WLMS based Training
- Live Projects
- Conduction of Workshops & Seminars across the globe
- Test me Proprietary Evaluation System
- Online Practitioners as Trainers
- Consultants/Faculties - All our consultants are professionals working with top companies
- Experience Certificates - All our students would be given experience certificates after successful completion of project
- 100% Job Assistance



WLMS

Wisdom Learning
Management
Solution

Courses Offered

Advanced Digital Marketing Course

Internet marketing, also known as online marketing, I-marketing, web marketing or e-Marketing, is the marketing of products or services over the online media Internet. We provide Internet Marketing, Web Promotion and Online Marketing trainings by expert professional optimizers who work in live projects, so that students can get benefits of professional working environment.

- **SEO (Search Engine Optimization)**
- **PPC (Pay Per Click)**
- **SMO (Social Media Optimisation)**
- **Web Analytics**
- **Affiliate Marketing**
- **Email Marketing**
- **Banner Creation and Promotion**
- **Blogs Creation and Promotion**
- **Viral Marketing**
- **Mobile Marketing**

Additional Courses

- **Algorithmic Trading for Finance**
- **Wealth Management**
- **Sales Skill Training**
- **Miscellaneous Viz.**
 - Analytics
 - Survey
 - Pinterest
 - Google+
- **Celebrity Lectures**



DIGITAL MARKETING COURSE FOR EDUCATIONAL INSTITUTES

Digital marketing training is requisite for the Engineering and MBA students.

We offer digital marketing training for the college as per their requirement

- 30 to 50 hours course duration
- Full digital marketing course is covered
- Case studies, live project and Guest lectures
- Unique learning techniques like IQ- Globe

Marketing Course

Overview

Marketing Training is the most practical, challenging, and globally relevant training program that provides domain expertise & best practices.

It is a specialized marketing program specially designed for those who are in marketing domain and who wish to upgrade their knowledge and skills for further career advancement.

Programme Objective

The objective of the program is to give students a firm understanding of the principles and techniques of the Marketing Management. Career options are numerous:

- **Sales Management**
- **Product & Brand Management**
- **Advertising & Sales Promotion**

