



EPITOME 25

WORKSHOP 03: DIGITAL MARKETING.

The Epitome x Digital Marketing Workshop is an event designed to equip participants with essential knowledge and skills in digital marketing. Understanding the importance of digital marketing, how businesses leverage it for brand growth, and how individuals can develop expertise in this field can significantly impact career growth and industry advancements.

The Digital Marketing Workshop was conducted on February 21, 2025, bringing together marketing enthusiasts and aspiring digital strategists. With a registration fee of ₹300 per participant, the workshop provided an immersive learning experience, covering key aspects of digital marketing, real-world applications, and hands-on exercises. The event also included lunch, refreshments, and exclusive goodies, ensuring a well-rounded and engaging learning experience. This workshop served as an excellent opportunity to gain valuable insights into the ever-evolving field of digital marketing while interacting with an expert and networking with like-minded individuals.

Resources Provided to the Participants:

The Digital Marketing Workshop was a full-day session conducted from 9 AM to 3:30 PM on February 21, 2025, at the Mechanical Seminar Hall, GRIET. The venue was fully air-conditioned, ensuring a comfortable and conducive learning environment for all attendees.

Participants received exclusive goodies upon arrival, adding to their workshop experience. Lunch and refreshments were provided to keep participants energized throughout the day. A dedicated team of EPITOME 25, along with technical support staff, was present to assist with any requirements, ensuring the smooth execution of the event.



Highlights and Honors:

The Digital Marketing Workshop commenced with a speech by a student representative, who shared the vision of GSDC SB and EPITOME 25, emphasizing their commitment to fostering skill development and industry-oriented learning opportunities for students. This introduction set the stage for an insightful and knowledge-driven session.

Ms. Rohitha Reddy, CEO and Co-founder of White Scholars Academy, led an insightful session on digital marketing, sharing her extensive experience in B2B marketing and business scaling. Following her, Mr. Srikanth Parigi, a seasoned expert in B2B technology marketing, provided valuable insights on lead generation, marketing automation, and digital strategies.

Participants engaged in hands-on exercises and interactive discussions on topics such as social media marketing, SEO, and content marketing. A Q&A session allowed attendees to clarify advanced digital marketing concepts with the speakers.

The event concluded with Chief Instructor of SDC, Dr. G.S. Bapi Raju, and the core committee of Epitome 25 expressing gratitude and presenting tokens of appreciation to the speakers for their valuable contributions.

Speakers and Their Backgrounds:

Speaker – 1: Ms. Rohitha Reddy

The workshop was graced by the esteemed speaker, Ms. Rohitha Reddy. From a determined student who sought independence through tutoring to a leader in B2B marketing, she has always been passionate about growth and impact. By the age of 25, she was leading a team of 40 growth specialists, helping businesses worldwide scale their success. Her vision led to the founding of White Scholars Academy, an institution dedicated to bridging the gap between education and



industry, ensuring students are truly job-ready. Her session was inspiring and informative, providing participants with a practical understanding of digital marketing.

Speaker – 2: Mr. Srikanth Parigi

With over 14 years of expertise in B2B technology marketing, Mr. Srikanth Parigi has a proven track record in lead generation, marketing automation, content marketing, and digital strategy. He has helped businesses thrive by turning visions into impactful strategies, specializing in social media marketing, email marketing, SEO, and business intelligence. Recognized for his strategic thinking and market analysis, his insights into digital marketing trends provided immense value to participants.

EPITOME 25 - DIGITAL MARKETING – PARTICIPANTS DATA:

Total number of students participated: 90.

EPITOME 25 – DIGITAL MARKETING – EVENT PHOTOS:

<https://www.grietsdc.in/sdcsb.html>

Dr.G.S.Bapiraju
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