



# Gyanmanjari Institute of Technology Bhavnagar

Report on

## An Expert Talk on Pathway to Becoming a Digital Marketing Pro

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Date: 26/01/2025  
Time: 10:30AM to 01:00PM  
Venue : GF-28, Seminar Hall

<b>No. of Student</b>	40
<b>Department</b>	Diploma Computer
<b>Semester</b>	4 <sup>th</sup> & 6 <sup>th</sup> Genius
<b>Faculty Co-Ordinator</b>	[1]. Prof. Akshay R. Kanojiya [2]. Prof. Mayank K. Champaneri [3]. Prof. Hitesh S. Rathod,

	[4]. Prof. Nishaba Y. Jadeja [5]. Prof. Devdatt D. Chavda [6]. Prof. Prathna R. Chauhan [7]. Prof. Rutvi M. Baraiya [8]. Prof. Vandna J. Makwana [9]. Prof. Ayushi S. Chauhan
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## About Expert:

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**Mr. Ramesh G. Samatiya**, the **Founder and CEO of Triovate Pvt. Ltd., Ahmedabad**, is a distinguished expert with over a decade of experience in **SEO and digital marketing**. Renowned for his innovative approach and leadership, he has successfully guided businesses in achieving their digital goals. His extensive knowledge and practical insights make him a valuable resource for aspiring professionals looking to thrive in the dynamic field of digital marketing.

## Objective of Talk

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### Session Title: "Pathway to Becoming a Digital Marketing Pro"

The objective of this session is to provide students with comprehensive insights into the dynamic field of digital marketing, emphasizing the importance of SEO and advanced strategies for online growth. By sharing industry-relevant knowledge and practical approaches, the session aims to equip students with the skills and mindset required to excel as professionals in the digital marketing domain.

## About Expert Session

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The expert session titled "**Pathway to Becoming a Digital Marketing Pro**" was conducted by Mr. Ramesh G. Samatiya, the Founder and CEO of Triovate Pvt. Ltd., Ahmedabad, with over 15 years of experience in SEO and digital marketing. This interactive session provided students with a deep understanding of digital marketing fundamentals, the role of SEO in enhancing online visibility, and advanced marketing strategies to succeed in today's competitive digital landscape. Designed for 4th and 6th Diploma Genius Classes, the session emphasized practical insights, industry trends, and career opportunities, inspiring students to build a strong foundation for a future in digital marketing. It was held from 10:30 am to 1:00 pm on 29th January 2025.

# Photographs



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