



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE

FOR WOMEN (Autonomous)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST

(Affiliated to University of Madras & Re-Accredited with 'A+' Grade by NAAC)

Chromepet, Chennai-600 044

ACADEMIC YEAR 2024-2025

SOCIAL MEDIA HUB

Event Title	“AI in Digital Marketing - The Power of AI Tools in Marketing for Maximum ROI with Minimum Effort”
Category (GL/Workshop/Conference/Invited talk/Seminar/FDP/Orientation)	Workshop
Club Name	SOCIAL MEDIA HUB
Date	13/03/25
No. of Resource Persons	1
No. of Beneficiaries	61
Type of Beneficiaries	I, II- & III-Year Students from various disciplines

RESOURCE PERSON PROFILE

Mr. Rajesh Sundararajan

Rajesh S S is an engineer-turned-filmmaker and writer with over eight years of experience in writing and marketing. With a background in Aeronautical Engineering and a Master's degree in Counselling & Psychotherapy, he brings a unique perspective to storytelling and audience engagement. As a creative force in the entertainment industry, Rajesh has made significant contributions as the chief writer for Bigg Boss Tamil Season 7 and MasterChef Tamil Season 2. His expertise extends to screenwriting, serving as the Tamil dialogue writer for the animated feature *Ramayana: Legend of Prince Rama*.

Beyond screenwriting, Rajesh is also a published poet, with two volumes of poetry to his name. His ability to harness evolving trends and modern tools has made him a sought-after professional in both the creative and marketing spaces. His diverse skill set and storytelling acumen make him an engaging speaker on topics related to media, content creation, and brand storytelling.



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REPORT

The Social Media Hub successfully organized a workshop on "AI in Digital Marketing - The Power of AI Tools in Marketing for Maximum ROI with Minimum Effort." Led by Mr. Rajesh Sundararajan, the session introduced students to the latest advancements in AI-driven marketing tools and their impact on branding and consumer engagement.

During the session, Rajesh discussed how AI is transforming digital marketing through automation, predictive analytics, and personalized content generation. He demonstrated real-world applications of AI tools in optimizing ad campaigns, enhancing content marketing strategies, and improving customer interaction through chatbots and AI-driven analytics.

The interactive workshop included hands-on activities where participants explored AI-powered tools for social media management and brand growth. The session concluded with an engaging Q&A, where students received tailored insights into leveraging AI for career.

STRENGTHS OF THE PROGRAM

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- **Expert-Led Session:** Conducted by an industry professional with expertise in marketing and branding.
- **Interactive Approach:** Included real-world examples, hands-on activities, and audience participation.
- **Practical Insights:** Focused on actionable strategies for LinkedIn optimization, social media engagement, and content creation.
- **Relevance to Digital Trends:** Covered essential aspects of digital marketing such as SEO, content marketing, and paid advertising.
- **Engaging Q&A:** Allowed participants to receive personalized feedback and guidance on their branding journey.

CHALLENGES

- Some participants had limited prior exposure to AI in marketing, making it challenging to grasp advanced concepts.
- Time constraints restricted in-depth discussions on all AI tools and strategies.
- The need for continuous learning and mentorship was expressed by participants for better implementation of AI-driven marketing techniques.



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PROGRAM OUTCOME

The workshop successfully enhanced participants' understanding of AI's role in digital marketing. Attendees gained practical knowledge of AI tools for optimizing their online presence, improving engagement, and refining branding strategies. The interactive exercises helped them align their aspirations with emerging AI trends, empowering them to build a strong digital brand in today's competitive market.



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Please describe the type of event that falls under any of the following categories.

S. No.	Name of the Event	Yes/No
1.	Tech Fest	Yes
2.	Academic Fest	Yes
3.	Forum/Club Activities	Yes
4.	Language/Communication Skills	Yes
5.	Sports	
6.	Sustainable Development Goals (SDG)	
7.	IKS (Indian Knowledge System)	
8.	NEP (National Education Policy)	
9.	Life Skill	Yes
10.	Capacity Building	Yes
11.	Skill-Based	Yes
12.	Value Added	
13.	Soft Skill	
14.	Outreach	
15.	Curriculum-Based	
16.	Voluntary/Charity	
17.	Awareness in Trends/Technology	Yes

**Name: M. VIJI
(Club Vice President)**

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