

AI-Powered Digital Marketing & Generative AI Engineering Courses

Industry-Aligned Certification Programs

Trained by Google Certified Digital Marketing & E-Commerce Professional and
IBM Certified Generative AI Engineer

Offered by: Revelation Consulting Group,

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Course Introduction: Course Introduction: Master AI-Powered Digital Marketing

AI-Powered Digital Marketing Course

In today's rapidly evolving digital landscape, artificial intelligence is no longer optional—it is essential. This comprehensive certification is specifically designed to equip you with the transformative power of AI in digital marketing. Whether you are a job seeker looking to kickstart your career, a working professional seeking to pivot into digital roles, or an entrepreneur wanting to grow your online presence, this course provides the perfect foundation.

You will discover how AI is revolutionizing every aspect of marketing—from content creation and audience targeting to campaign optimization and customer engagement. Through hands-on exercises and real-world projects, you will learn to build compelling online presences, attract and convert customers effectively, and manage sophisticated marketing campaigns using cutting-edge AI-powered tools. The curriculum balances theoretical knowledge with practical application, ensuring you develop job-ready skills that employers actively seek.

The live online learning format delivers interactive, real-time sessions that fit your schedule while providing the same quality of instruction and practical exposure as in-person training.

Program Structure

Standard Batch

2 Months Duration

3 Days/Week

2 Hours per session

Approximately 48 Hours Total

- ❑ **Mode: Live Online Classes Interactive real-time sessions via Google Meet/Zoom Flexible scheduling for working professionals Industry-recognized certification by Revelation Consulting Group**

What You'll Learn: AI-Powered Digital Marketing Curriculum

Our carefully crafted curriculum covers all essential aspects of modern digital marketing, with a special focus on how artificial intelligence is transforming each discipline. This comprehensive learning journey takes you from foundational concepts to practical implementation, ensuring you gain both theoretical understanding and hands-on experience.

Introduction to Digital Marketing & AI

Understand the digital marketing ecosystem and discover how AI tools are revolutionizing customer engagement, content creation, and campaign management. Learn the fundamentals of AI-powered marketing automation and intelligent decision-making.

Social Media Marketing with AI

Develop expertise in Facebook, Instagram, and YouTube marketing strategies. Learn to create engaging content, build communities, run effective ad campaigns, and leverage AI tools for content scheduling, audience analysis, and performance optimization.

SEO & Google Ads with AI Optimization

Master search engine optimization fundamentals including keyword research, on-page optimization, and link building. Understand Google Ads campaign structure and learn how AI tools can optimize bidding strategies, ad copy, and targeting for maximum ROI.

Email & Content Marketing Automation

Build effective email marketing campaigns with AI-powered segmentation and personalization. Learn content marketing strategies including blog writing, video content creation, and how AI tools can help generate engaging content at scale while maintaining brand voice.

E-Commerce Marketing with AI

Master the essentials of online retail marketing, from product listing optimization to customer experience design. Explore how AI enhances inventory management, personalized shopping experiences, and conversion optimization.

Analytics & Performance Tracking

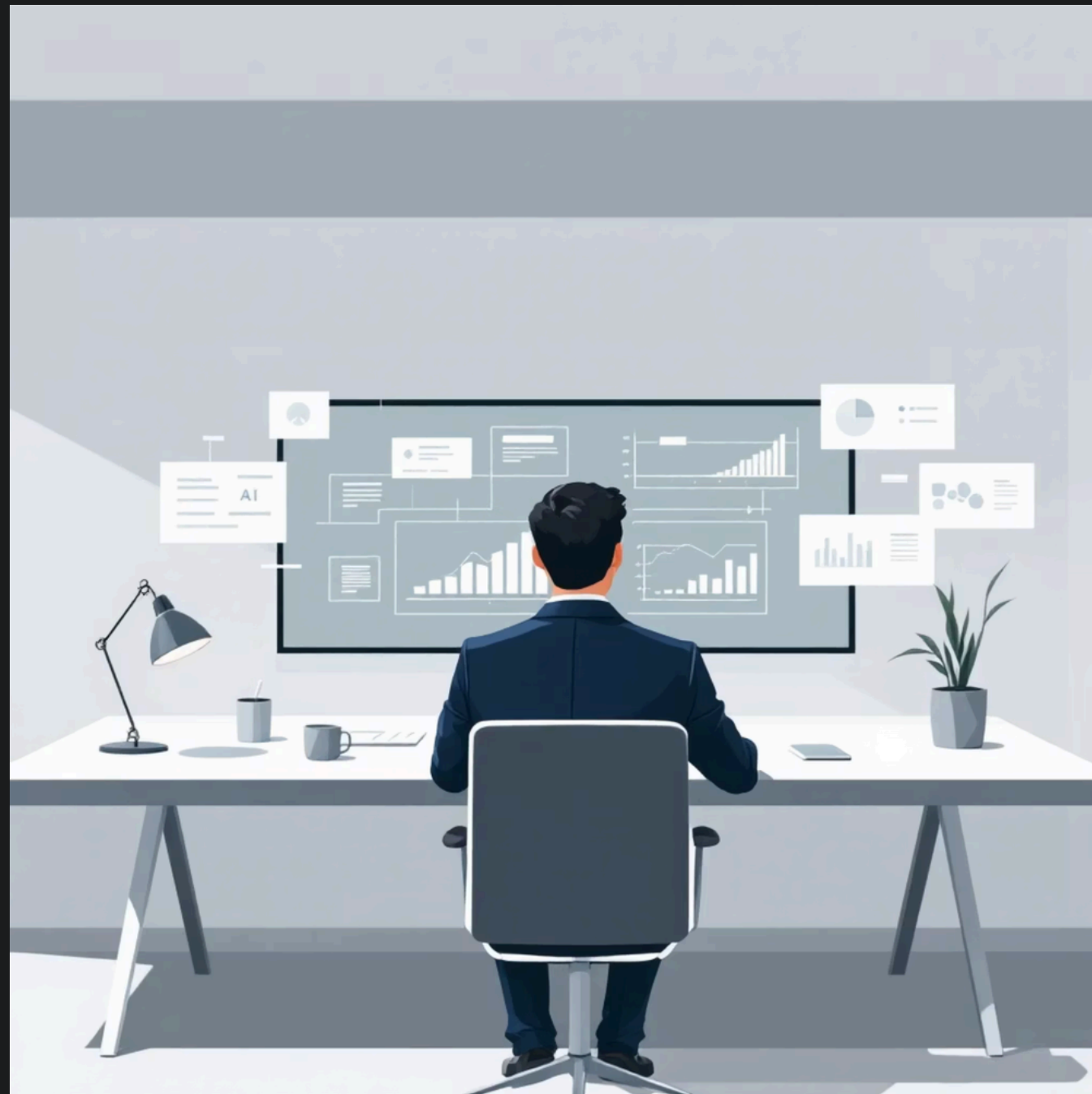
Learn to measure marketing success using Google Analytics and other tracking tools. Understand key performance indicators, attribution modeling, and how to use AI-powered analytics platforms to gain actionable insights and make data-driven decisions.

Course Outcome: By completion, you will have developed a practical, job-ready understanding of how AI enhances digital marketing effectiveness. You will be confident in implementing AI-powered strategies and tools to drive measurable business results.

Skills You'll Gain: AI-Powered Digital Marketing

This certification equips you with a comprehensive skill set that is highly valued in today's job market. Each skill area is taught through hands-on practice, ensuring you can confidently apply what you learn in real-world scenarios. You will develop both technical competencies and strategic thinking abilities essential for success in digital marketing roles.

The integration of AI throughout the curriculum sets this program apart. You will not just learn traditional marketing techniques, but also how to leverage artificial intelligence to work smarter, optimize campaigns faster, and achieve better results with less manual effort. These AI-enhanced skills give you a significant competitive advantage in the job market.



Core Competencies

AI-Powered Digital Marketing :

Comprehensive understanding of how AI transforms marketing operations, from automation to predictive analytics

Social Media Marketing & AI-Driven Content Creation:

Create engaging social content efficiently using AI tools while maintaining authenticity and brand voice

SEO & Google Ads Optimization:

Implement search strategies that drive organic and paid traffic using AI-powered keyword research and bid optimization

Email Marketing & Automation:

Build sophisticated email campaigns with AI-enhanced segmentation, personalization, and send-time optimization

Data-Driven Decision Making:

Interpret marketing metrics and use AI analytics to make informed strategic decisions that improve campaign performance

Campaign Reporting & Analytics:

Create compelling performance reports and dashboards that clearly communicate marketing ROI to stakeholders

E-Commerce Marketing Strategy:

Develop and execute effective e-commerce marketing strategies using AI tools for customer acquisition and retention

Course Introduction: Master Generative AI Engineering

Generative AI Engineering Course

Artificial intelligence is reshaping every industry, and those who can build and deploy AI-powered systems will lead the future. This comprehensive 6-month Generative AI Engineering certification is designed to equip students and professionals with essential knowledge and practical skills in Artificial Intelligence and Generative AI technologies.

From foundational AI concepts to building real-world AI applications, you will gain hands-on experience with industry-leading tools, frameworks, and technologies used by top tech companies worldwide. The curriculum progresses systematically from AI fundamentals through Python programming, Large Language Models, LangChain, and culminates in three portfolio-ready capstone projects.

Whether you are pursuing a career in AI engineering, looking to build intelligent applications, or wanting to stay ahead in a technology-driven world, this course provides the skills and credentials to achieve your goals.

The live online learning format delivers interactive, real-time sessions with a hands-on approach that ensures you gain both theoretical understanding and practical experience in every module.

Program Structure



Standard Batch

6 Months Duration

- 3 Days per Week
- 2 Hours per Session
- Approximately 144 Hours Total
- Perfect for working professionals

Learning Mode: Hybrid Format

- Interactive offline sessions at our Guwahati campus
- Flexible online modules for self-paced learning
- Professional certification by Revelation Consulting Group
- Industry-recognized credential that enhances your resume

What You'll Learn: Generative AI Engineering Curriculum

The Generative AI Engineering curriculum represents the cutting edge of AI education. This program takes you from foundational AI concepts through advanced engineering, equipping you with practical skills to build real-world AI applications. Each module builds systematically upon previous knowledge while introducing sophisticated techniques used by leading AI companies globally.



Foundations of Artificial Intelligence & Generative AI

Understand the core concepts of Artificial Intelligence and Generative AI, including how AI creates text, images, audio, and video. Explore popular AI tools, prompt engineering fundamentals, and the ethical use of AI in real-world applications.



Generative AI Applications & Business Integration

Discover how to leverage Generative AI for content creation, business automation, and building AI-powered applications without code. Learn to integrate AI APIs and connect intelligent tools to create automated workflows that drive business efficiency.



Python Programming for AI Development

Master Python fundamentals and apply them directly to AI development. Learn data handling, analysis, and how to build simple AI-powered scripts and web applications using Flask and industry-standard AI libraries.



Large Language Models & Deep Learning

Understand how Large Language Models work, explore deep learning and neural network fundamentals using Keras, and gain hands-on experience working with pre-trained models through the Hugging Face Transformers library.



LangChain, RAG & AI Agents

Build sophisticated AI applications using LangChain frameworks. Master Retrieval Augmented Generation to develop intelligent document question-answering systems. Build and deploy autonomous AI agents capable of completing complex tasks independently.



Capstone Projects & Career Preparation

Apply everything learned through three portfolio-ready capstone projects: a fully functional AI chatbot, a RAG-powered document Q&A system, and a complete AI-powered web application. Develop your professional portfolio and prepare for AI engineering career opportunities.



Course Outcome:

By completion, you will be capable of designing and building real-world AI applications, working confidently with Large Language Models, and pursuing high-value careers in AI engineering, data science, and related fields.

Skills You'll Master: Generative AI Engineering



The Generative AI Engineering program transforms you into a versatile AI professional with practical competencies across all major areas of artificial intelligence and generative AI development. These skills represent the highest-value capabilities in today's technology economy, positioning you for high-paying AI engineering roles, consulting opportunities, or successful entrepreneurship in the AI space.

Generative AI Fundamentals & Prompt Engineering

Deep understanding of how Generative AI works, with practical expertise in crafting effective prompts that generate high-quality outputs across text, image, audio, and video generation tools

Large Language Model Engineering

Practical experience working with LLMs including GPT, BERT, and Claude. Ability to integrate, customize, and deploy language models for real-world natural language processing applications

RAG System Development

Design and deploy Retrieval Augmented Generation systems that enhance LLM accuracy by connecting AI models to custom knowledge bases and document repositories

Portfolio-Ready Capstone Projects

Three complete, deployable AI applications that demonstrate your engineering capabilities to employers, clients, and collaborators

Python Programming for AI

Solid Python programming skills applied specifically to AI development, including data handling, API integration, and building AI-powered applications using industry-standard frameworks and libraries

LangChain & AI Application Development

Build sophisticated AI pipelines and applications using LangChain, connecting LLMs to external data sources, memory systems, and automated workflow engines

AI Agent Architecture

Build autonomous AI agents capable of reasoning, planning, and executing multi-step tasks independently using LangChain agents and modern agentic frameworks

Final Project: Real-World AI Engineering Excellence

Your program culminates in three intensive capstone projects that mirror actual industry work. You will build a fully functional AI chatbot, a document intelligence system using RAG, and a complete AI-powered web application. Each project is portfolio-ready and demonstrates your ability to design, build, and deploy real AI solutions independently.

Meet Your Trainer



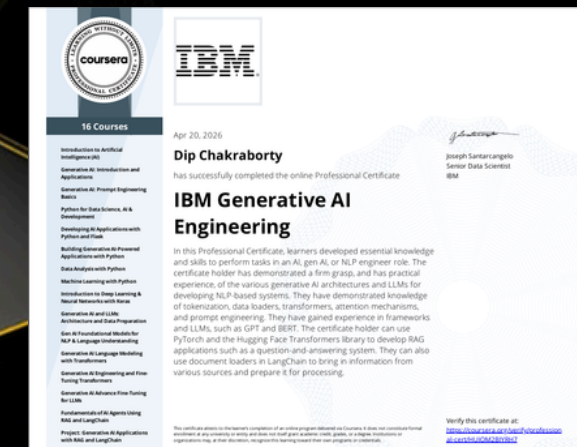
Dip Chakraborty

Google Certified Digital Marketing & E-Commerce Professional, IBM Certified Generative AI Engineer

Your success in both programs is guided by an instructor with extensive real-world experience in digital marketing, AI engineering, e-commerce management, and client-facing strategy. Dip Chakraborty brings a unique combination of technical expertise, industry knowledge, and teaching excellence to every session.

With a proven track record of delivering impactful digital and AI strategies for multiple educational institutions and businesses across various industries, Dip understands both the theoretical foundations and practical realities of modern marketing and AI development. This experience translates into instruction that is grounded in real-world application—you will learn not just what works in theory, but what actually drives results in today's competitive landscape.

Dip's approach to education emphasizes hands-on learning, critical thinking, and the strategic application of AI tools to solve real-world challenges. Rather than simply teaching tools and tactics, the focus is on developing your ability to think strategically, adapt to evolving platforms, and continuously improve your effectiveness through data-driven decision making.



Google Certified Professional

Holds the prestigious Google Digital Marketing & E-Commerce Professional Certificate, demonstrating mastery of current industry standards and best practices recognized globally.

IBM Certified Generative AI Engineer

IBM Certified Generative AI Engineer Holds the IBM Generative AI Engineering Professional Certificate, covering LLMs, transformers, RAG systems, LangChain, and AI agent development with practical engineering expertise.

Hands-On Teaching Philosophy

Believes in learning by doing. Every concept is reinforced through practical exercises and real-world projects that prepare you for immediate professional application in both digital marketing and AI engineering roles.

Extensive Industry Experience

Practical experience managing digital marketing campaigns, developing AI-powered applications, building websites, and serving clients across education, retail, and service sectors with measurable results.

About Revelation Consulting Group

Who We Are

Revelation Consulting Group is a professional education and consulting firm committed to empowering individuals and organizations with modern digital capabilities. Located in Guwahati, Assam, we serve as a bridge between traditional education and the rapidly evolving demands of the digital economy.

Our mission extends beyond simply training students—we are dedicated to creating future-ready professionals who can thrive in an AI-powered business environment. We believe that with the right skills, guidance, and practical experience, anyone can build a successful career in digital marketing or AI engineering, regardless of their background or previous experience.

What sets Revelation Consulting Group apart is our commitment to quality, practical relevance, and student success. Our curriculum is continuously updated to reflect the latest industry trends and AI innovations. We maintain strong connections with businesses and technology companies, ensuring our training aligns with actual market needs and employer expectations.

Our Services

Business & Marketing Consultancy

Strategic guidance for businesses seeking to enhance their digital presence and marketing effectiveness

Professional Certification Courses

Industry-aligned training programs that deliver job-ready skills and recognized credentials

Digital Transformation Solutions

Comprehensive support for organizations transitioning to digital operations and AI-enhanced workflows

Skill Development & Career Readiness

Focused training that bridges the gap between academic learning and professional requirements

Our Vision

To create **future-ready professionals** equipped with **AI-powered digital skills** to lead and succeed in the global economy. We envision a Northeast India where digital expertise is accessible to all, where traditional career paths are enhanced by modern capabilities, and where our graduates compete successfully on the global stage.

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Enroll Now: Transform Your Future with AI

The future belongs to those who master AI. Whether you want to lead in digital marketing or build cutting-edge AI applications, our certification programs provide the skills, knowledge, and credentials you need to succeed in today's competitive landscape. Don't let this opportunity pass—enroll today and start building your future.



Why Enroll Today?

- Industry-Leading Curriculum**
Learn the most current AI-powered marketing and engineering strategies that top companies are using right now
- Certified Expert Instruction**
Benefit from training delivered by a Google Certified Digital Marketing & E-Commerce Professional and IBM Certified Generative AI Engineer
- Flexible Learning Options**
Live online classes with flexible scheduling that fits your current professional commitments
- Recognized Certification**
Earn an industry-recognized credential from Revelation Consulting Group that enhances your professional profile
- Career-Ready Skills**
Complete the program with a professional portfolio, practical experience, and the confidence to pursue your goals

Choose Your Path

AI-Powered Digital Marketing Course

Perfect for: Job seekers, working professionals, entrepreneurs, and business owners

Duration: 2 months

Outcome: AI marketing skills and industry certification

Generative AI Engineering Course

Perfect for: Experienced marketers, freelancers seeking premium skills, professionals targeting senior roles

Duration: 6 months

Outcome: Expert-level strategic and technical capabilities

How to Join

Ready to start your journey?

Visit our website: www.revelationconsultinggroup.in

Call or WhatsApp: +91 70026 90074

Email us: info@revelationconsultinggroup.in

Schedule a consultation to discuss which program is right for you

Transform Your Digital Future with AI-Powered Skills!

Join hundreds of successful graduates who have launched or advanced their careers through our certification programs. The digital economy is growing rapidly—position yourself at the forefront with skills that employers actively seek. Whether you're beginning your journey or advancing your expertise, Revelation Consulting Group provides the training, support, and credentials you need to achieve your professional goals. Enroll today and start building your future in digital marketing.