

PARIKSHIT KHANNA

CORPORATE

AI & DIGITAL

MARKETING

TRAINER



About Parikshit khanna



Parikshit (Digital Parikshit Khanna) Khanna is an experienced Corporate AI & Digital Marketing Trainer with over 8 years of industry experience and 2 years dedicated to professional training. He has been a frequent speaker at prestigious institutions like IIT Delhi, GL Bajaj Institute of Technology and Management, and Apeejay School of Management. Parikshit specializes in empowering professionals and organizations through innovative training sessions focused on AI, Digital Marketing, and the integration of ChatGPT in business processes.

Key Expertise



**AI & ChatGPT Integration
in Business**

**Digital Marketing
Strategy &
Implementation**

**SEO, SEM, and Social Media
Marketing**

**E-commerce and Affiliate
Marketing**

**Generative AI and
Predictive Analytics**

Workshops and Sessions

IIT DELHI (2024)

- RENDEZVOUS IIT DELHI: REGULAR SPEAKER AT INDIA'S LARGEST CULTURAL FESTIVAL.
- **AI FOR CHATGPT:** LEAD SPEAKER AT A 1-DAY WORKSHOP ON OCTOBER 7, 2024, FOCUSING ON AI ADVANCEMENTS, RECOGNIZED FOR SIGNIFICANT CONTRIBUTIONS TO AI DEVELOPMENT.
- **AI FOR HEALTHCARE:** DELIVERED AN INSIGHTFUL SESSION ON OCTOBER 7, 2024, HIGHLIGHTING AI'S GROWING ROLE IN HEALTHCARE INNOVATIONS.
- **DIGITAL MARKETING WITH INSTAGRAM ADS AND GOOGLE ADS:** CONDUCTED A HIGH-LEVEL SESSION ON OCTOBER 8, 2024, TEACHING ADVANCED DIGITAL MARKETING STRATEGIES FOR INSTAGRAM AND GOOGLE ADS PLATFORMS.

GL BAJAJ INSTITUTE OF TECHNOLOGY AND MANAGEMENT

- DELIVERED IMPACTFUL GUEST LECTURES ON AI FOR BUSINESS GROWTH, FOCUSING ON HOW COMPANIES CAN LEVERAGE AI TO SCALE THEIR OPERATIONS AND ENHANCE CUSTOMER EXPERIENCES.

APEEJAY SCHOOL OF MANAGEMENT

- CONDUCTED WORKSHOPS ON DIGITAL MARKETING STRATEGY, WHERE PARTICIPANTS EXPLORED THE LATEST TRENDS AND PRACTICAL TECHNIQUES TO IMPROVE MARKETING CAMPAIGNS ACROSS DIGITAL PLATFORMS.

RAM LAL ANAND COLLEGE, UNIVERSITY OF DELHI

- MARG - THE MANAGEMENT SOCIETY: ON OCTOBER 22, 2024, LED AN ENGAGING SESSION ON AI INTEGRATION IN BUSINESS AND DIGITAL MARKETING STRATEGIES, WHICH WAS WELL-RECEIVED BY BOTH STUDENTS AND FACULTY MEMBERS.

WORLD TECHNOCON (2024)

- PRESENTED AT THE AI FOR HEALTHCARE WORKSHOP ORGANIZED BY WORLD TECHNOCON AT IIT DELHI. SHARED IN-DEPTH INSIGHTS INTO AI'S INTEGRATION IN HEALTHCARE INDUSTRIES, PROVIDING REAL-WORLD EXAMPLES OF AI-DRIVEN INNOVATIONS IN MEDICAL TECHNOLOGY AND PATIENT CARE SYSTEMS.

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Workshops and Sessions



WORLD
Technocon

INTERNSHALA
internships that matter



 **FIIB**
Enter to Learn, Leave to Succeed

Companies and Organizations

- **TBO.com:** Provided training on ChatGPT and AI integration.
- **MicrosIT Solutions:** Provided corporate training on AI tools and digital marketing strategies for their workforce.
- **Designer Home Solution (Kolkata):** Delivered 2 sessions on digital transformation and AI integration.
- **Startups and SMEs:** Customized workshops designed to help businesses with digital transformation, AI integration, and marketing enhancement.

Companies and Organizations



Feedback & Reviews from My Recent Workshops:

Designer Home Solution Feedback: Check out the feedback from my workshop at Designer Home Solution here: [Instagram Post](#).

LinkedIn Post by Anjali Jain: A participant who attended my workshop shared her experience on LinkedIn: [Anjali Jain's Post](#).

ChatGPT Workshop Feedback by Kushagra Garg: Here's the feedback from Kushagra Garg about my ChatGPT workshop: [Kushagra Garg's Post](#).

Geeta Chauhan's Feedback on ChatGPT Session: Geeta Chauhan also shared her thoughts about my recent ChatGPT session: [Geeta Chauhan's Post](#).

Video of Internshala Session (Part 1): Watch the first video of my Internshala session here: [YouTube Video](#).

Video of Internshala Session (Part 2): Here's the second part of my Internshala session: [YouTube Video](#).

CERTIFICATE

OF Excellence

THIS CERTIFICATE IS AWARDED TO

PARIKSHIT KHANNA

In recognition of your outstanding contribution as a Lead Speaker at the 1 Day Workshop on

AI for ChatGPT

On 07 Oct 2024

at the Indian Institute of Technology, Delhi organized by World Technocon in association with Rendezvous' 2024 IIT Delhi. Your expertise, insights, and dedication have greatly enhanced the learning experience and inspired all the participants.

Ankita

Ankita Sharma
Event Manager



Pradeep

Pradeep Kumar Sharma
DIRECTOR
WORLD TECHNOCON

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PARIKSHIT KHANNA

In recognition of your outstanding contribution as a Lead Speaker at the 1 Day Workshop on

Digital Marketing with Instagram Ads and Google Ads

On 08 Oct 2024

at the Indian Institute of Technology, Delhi organized by World Technocon in association with Rendezvous' 2024 IIT Delhi. Your expertise, insights, and dedication have greatly enhanced the learning experience and inspired all the participants.

Ankita

Ankita Sharma
Event Manager



Pradeep

Pradeep Kumar Sharma
DIRECTOR
WORLD TECHNOCON

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Parikshit Khanna

In recognition of your outstanding contribution as a Lead Speaker at the 1 Day Workshop on

Digital Marketing Mastery with Instagram & Facebook Ads

On 05 Oct 2024

at the Indian Institute of Technology, Delhi organized by World Technocon in association with Rendezvous' 2024 IIT Delhi. Your expertise, insights, and dedication have greatly enhanced the learning experience and inspired all the participants.

Ankita

Ankita Sharma
Event Manager



Pradeep

Pradeep Kumar Sharma
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Ankita Sharma
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Pradeep

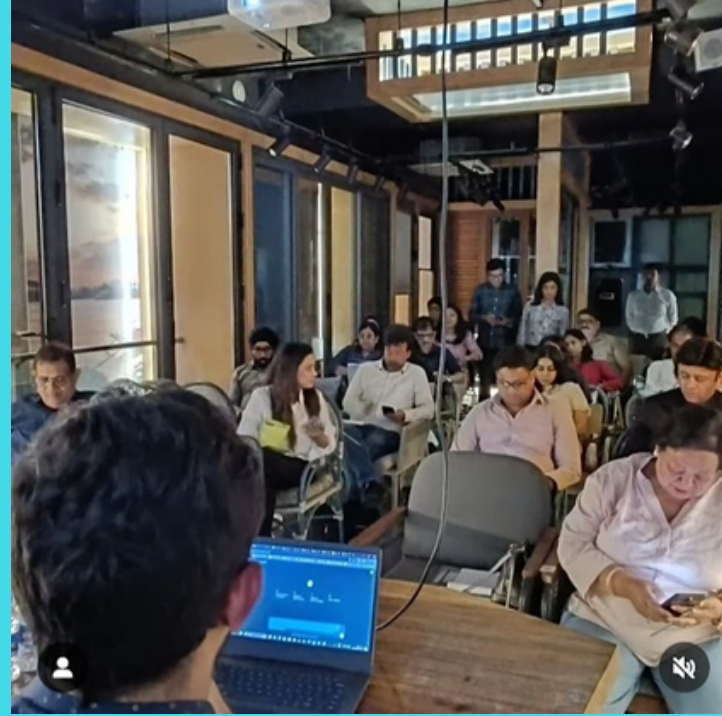
Pradeep Kumar Sharma
DIRECTOR
WORLD TECHNOCON

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GPS Map Camera
New Delhi, Delhi, India
Ram Lal Anand college, Benito Juarez Marg, South
Campus, South Moti Bagh, New Delhi, Delhi 110021, India
Lat 28.578118° Long 77.161239°
22/10/24 10:04 AM GMT +05:30

Google



Certifications

- What Is Generative AI? – LinkedIn (Jul 2024)
 - Learning No-Code AI – LinkedIn (Jan 2023)
- Launch and Connect Badge – Twitter (Aug 2022)
- Rock Your LinkedIn Profile – LinkedIn (Aug 2021)
- Learning to Write Marketing Copy – LinkedIn (Jul 2021)
- B2B Marketing on LinkedIn (2018) – LinkedIn (Apr 2021)
 - Creating Your Personal Brand – LinkedIn (Apr 2021)
 - Learning Personal Branding – LinkedIn (Apr 2021)
- Managing Your Emotions at Work – LinkedIn (Apr 2021)
 - Marketing on Instagram – LinkedIn (Apr 2021)
 - Social Media Marketing Tips – LinkedIn (Apr 2021)
 - Social Media Marketing: ROI – LinkedIn (Apr 2021)
- Creative Certification Exam – Google (May 2019 – Expired May 2020)
- Digital Sales certification – Google (May 2019 – Expired Jun 2021)
 - Google Ads Fundamental – Google (May 2019 – Expired May 2020)
- Google Ads Mobile Certification – Google (May 2019 – Expired May 2020)
 - Search Ads 360 Certification Exam – Google (May 2019)
 - Online Marketing Fundamentals – FICCI (Jan 2018)
- Google Analytics Individual Qualification – Google (Jan 2018 – Expired Jan 2018)