

Become a **Data** Driven Digital Professional



digitalmarketinginstitute.com



www.careerinsights.tv



www.digitalbananas.co.uk



Welcome

The most valued commodity in the digital age we now live in is data, just like the most valued commodity in the industrial age was oil. Data is the new oil that runs today's digital economy on a global scale.

This abundance of data changes the nature of competition. By collecting more data, analysing and visualising that data in order to make an informed decision, corporations have more scope to deliver superior services, be a lot more customer centric and increase market share. As a result, it has become more important now that companies grow and nurture a digital savvy workforce, who are able to draw out value from the data within the organisation in every capacity.



HELLO..

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Our **Alumni** Have Secured High Paying Roles with...

CAPITA

sky

accenture

BARCLAYS

FirstBank
Since 1894

gsk
GlaxoSmithKline

citibank

NHS

Capgemini

Microsoft

Shell

KPMG

BBC

ebay

BRITISH AIRWAYS

CISCO

TESCO

vodafone



Our candidates
earn up to £850
per day as digital
experts - up to 40
new roles secured
each month!



Over **5000**
Success Stories and Counting...

Join our thriving ecosystem and build a promising career in today's digital age. We have helped over 5,000 candidates secure high paying digital roles in the UK, US, Canada & Nigeria as digital project managers, business analysts, data analysts, web analysts and business intelligence analysts.

Walk the Talk IN OUR CANDIDATES OWN WORD

“Since joining DBT February last year, this is my third success story with multiple extensions in-between.”

SUCCESS STORY

What a blast! I attended an interview yesterday for a Senior Digital BA role with a renowned oil & Gas company. After a while, the main guy went out and said he wanted to speak with the agency. Ten minutes later, I got a phone call right there from the agency that they are happy to renegotiate the pay because of my knowledge and experience. She said, they don't want to take the chance of you walking out without a decision. They said my data analysis skills are added advantage to them. The agency said we are offering you additional £120 on top of the initial pay agreed. Initial pay was £730 per day which now gives me £850. They planned to hire a data analyst to work alongside of any business analyst employed but during the interview, it was like they are using one stone to kill two birds. This was the reason they renegotiated with the agency. This is a job making me work three days from home and two days on site. It's a blessing, so I can't hide my blessings guys, am sorry. Our discussion was ranging from my digital transformation projects and UX/UI skills. They need me on board to start teaching their in-house BAs, attend Scrum meeting, creating wireframes and Use Cases. One of them

asked if I have use confluence and Jira for the last six months. I replied, I used it within the last six hours. They all laughed feeling embarrassed themselves.

+ CEO'S VIEW

I advice people to make time respect them by doing what they have to do now which is getting knowledge, so they can achieve success tomorrow. We impact our candidates with the knowledge they need and they go out to impact to the world with it.





“ I just got 4 job offers and they only cared about my digital experience with Digital Bananas. ”

SUCCESS STORY

Hi Keji, success story number 2 and I give God all the praise. Please keep me anonymous from all social media platforms and blank out the companies. I currently have 4 job offers and am truly grateful to God almighty. The first is with a top UK Bank, the second is with a large organisation which I cannot disclose the third is with a major railway company and the fourth is with another large organisation. Firstly I want to say a big thank you to my husband, children and sister in law on this platform for their continuous support. I also want to say a massive thank you to my mentor and boss Femi for his continuous support OMG did he prep me for all my interviews at one point I told him I hoped the interviewer would not be like him. I am also proud to say I am one of his students on mentor plus and I have gained more than I bargained for. I want to say a big thank you to another great friend and mentor Kemi for also prepping me up for all my interviews together with Femi they got the best out of me. To my sister from a different mother DB for her support.

A massive thank you to Rachael for working with me on the project plan, to Vivien for prepping me, Shola, Ola for helping me with my presentation for the interview, Kenneth my right hand man, Babajide, Chris, Ify, Funto for your love, Tutu for introducing me to DBT, Tina, Michelle, Afeezat, Hammed my brother from a different mama, Josiah, Seun, Sandra, Oludare and everyone from the programme office. Forgive me if I forgot to mention your name. Keji during all the interviews they were only interested in one place and that was DBT at one of the interviews the interviewers said to me forget about the other places you have worked and just tell me about DBT and the digital transformation. I want to say thank you for this beautiful platform. I will continue to encourage everyone to get their hands dirty continue to push yourselves and your time will surely come. Having 4 offers is the Grace of God and now I am the one calling the shots.

+ CEO'S VIEW

Our candidates don't have two heads. The only difference between you and them is the knowledge, understanding and wisdom (experience). We impact them with what equips them to go out there and secure high paying digital roles with earnings as high as £800 p/day. All it takes is a decision, dedication, commitment, focus and we'll empower you too for career success in today's digital age.

““ After losing N300m, I had to move to the Uk & today I have a new story to tell. ””

SUCCESS STORY

I got offered a role in HSBC last Friday. Keji, I came to the UK about 16 months ago having lost everything. I have a high profile Construction business back home but lost all when I did a job for government which they havent paid till date despite loans I got from my Bank and Individuals. When I came to the UK, I had to work long and painful hours in warehouses to survive...even until I got this role. I hardly had money to pay for any of the Special Trainings but I still found a way to stay in DBT and keep learning. Am not ashamed to put this here because there could be people like me on the platform who need to know that you can still start again...

I joined DBT in Jan 2017. After my one week training, I went straight and joined Projects and attended as much meetings as I could. I watched videos, took personal notes and attached myself to people whom I knew had what I was looking for. I tried never to

miss Sponsors meetings and BA Dept Strategy meeting. I never miss any of Keji's session and even when I did, I would ask around to get as much information as I could. I worked on the Dx Governance, DX FBN 2, CIP Tapify, CIP Digital Bananas etc, starting with minutes taking, I would volunteer for any task available especially the ones people didnt want to do. I just wanted to learn and am still learning.

Let me thank these special people: Femi, Maranatha, Abi, Conrad, Chinny, Michelle, Bukola, Lara, David, Maryam, Helen, Bimpe, Augusta, my mentor Bolade and a host of other great friends who at one time helped out in the process... Thank you Keji for your never tiring voice of rebuke, encouragement and direction and the constant advise to 'Talk the talk', it paid off during the interviews.

+ CEO'S VIEW

Guys I cannot stress this enough, you are in the right place. You are already a success story in the making. Hold up, stay focussed and never give up. This guy lost N300m and God is now restoring him. Long live DBT.





“How I secured a CRM Project Manager role with £5,000 added to the advertised rate.”

SUCCESS STORY

I want to say a big THANK YOU to the Almighty GOD for giving me the opportunity to join this platform, and also want to thank my dear wife for encouraging me to join the platform in September 2016 when i moved to join them in the UK knowing the kind of person i am and what i am capable of.

I say the next BIG THANK YOU to you Morenikeji for the gift of foresight and wisdom the Lord has given you to set this platform up and still waxing stronger every day. That wisdom from God shall not be taking away from you in the mighty name of Jesus. Amen.

+ CEO'S VIEW

My advice for everyone on the platform is to be patient, be focused, map out your goal, work hard, get your necessary certifications and believe in God that your Success story is on the way, and it will come. Everyone's time is different.

“ How I secured a CRM Project Manager role with £5,000 added to the advertised rate. ”

SUCCESS STORY

This is my 1st Success story: I joined Career Insights in Sept 2016 after a lengthy 11 years as a Retail Manager with a traditional experience of PM and no technical knowledge of PM principles nor PM tools, but being a driven and an ambitious individual, i decided to take the risk and made up my mind that i was not going back into retail as a retail manager but a Retail PM. There, my journey started, i did my 5 day training in London with Caroline Aluko and Ayo Nunu, watched the videos, took my test and then joined the Eagle Eye project as a resource team member, also joined DX Salesforce Optimisation, ESP and was in and out of other projects. I learnt and worked hard on the platform for the first 3 months without doing any other job. Took minutes, wrote reports, joined meetings, learnt a lot from the program office team, learnt from Oyinua, Keji during sponsors meeting and so many others. I was appointed a JPM on the DX Salesforce Marketing automation in March 2017, worked day and night with the team and still working really hard with the team. I was opportuned to learn a lot on this project around Customer Segmentation, sales and marketing communication Automation and still learning from this project. Most of the answers i gave in my interview were all from the de-

liverables from this project and to top it up, how the project benefitted the company. The interviewers were astonished both in the first and second interview by my response. To the glory of God, I got a call for an offer a day after my 2nd interview for the Customer Operations Project Manager with a £5k extra on top of the initial salary. I will like to thank everyone that has supported me through this journey, especially my mentor, Oga Bolade, who had to help me with the interview tips a day before the first interview late into the night after his long day at work, God bless you and your family Bolade.

I will also like to thank Caroline, Adore, Femi, Oludare, Sandra, Caroline, Mallay, Grace, Jide, my SUPER project team members (Salesforce Marketing Automation) and everyone that has supported me one way or the other on the platform. God bless you all.

My advice for everyone on the platform is to be patient, be focus, map out your goal, work hard, get your necessary certifications and believe in God that your Success story is on the way, and it will come. Everyone's time is different.

ALL THE WAY UP.


Please, keep me anonymous on Social Media. Thanks a lot

+ CEO'S VIEW

The joy of my life for the last 10 years has been the privilege and ability to share the success stories of thousands of people through our revolutionary eWorkexperience platform.

We knew training and certifications alone were not enough to compete in today's digital age. We knew that getting your hands dirty with the opportunity to gain practical work experience working on live innovative and disruptive digital initiative was key to gaining a competitive advantage in today's job market and we integrated the right industry standard tools with worker enablement anytime any where giving thousands of aspiring digital experts the opportunity to build new careers and thrive in today's digital economy.





We have had a really wonderful experience with the DBT interns working with us. From the moment they joined our team, they hit the ground running quite fast and that was impressive. They have gotten better with time and we are glad to have them on the team. We would use DBT again without a doubt. We are also happy to recommend them to all who may need their services. Thank you DBT.

Yinka Ijabi,
Head Digital Marketing,
FirstBank of Nigeria Limited.



DBT AWARDS

Transforming Lives, Rewarding Excellence

Each year, all successful candidates are celebrated at the DBT Awards ceremony. The DBT Awards was introduced in 2014 to reward excellence, innovation and hard work of its candidates. Since the launch of the first award ceremony, the company has gained recognition among employers and recruiters as the go-to company for hiring the best digital Project Management and Business Analysis professionals.



Watch the DBT Awards Highlights



2014



In 2014, we celebrated over 250 success stories.

[Watch Video](#)

2015



In 2015, we celebrated over 400 success stories.

[Watch Video](#)

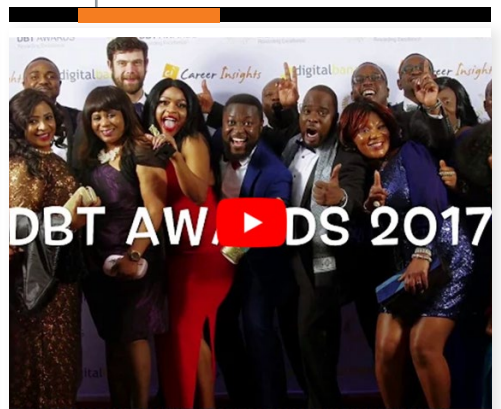
2016



In 2016, we celebrated over 500 success stories.

[Watch Video](#)

2017



In 2017, we celebrated over 700 success stories.

[Watch Video](#)

About the eWORKEXPERIENCE PLATFORM

Digital Bananas Technology is the parent company of all our innovative digital ideas and projects. As a digital company, our products and services include, integrated lifestyle applications, responsive and adaptive web and mobile app development, digital transformation and optimisation.

Career Insights is a subsidiary of Digital Bananas Technology, where we provide hands on training and practical work experience in project management and business analysis within the digital sphere

 **digitalbananas**
www.digitalbananas.co.uk

 **Career Insights**
www.careerinsights.tv

All come
Together to
PRODUCE
eWorkexperience

 **eWorkexperience**

www.eworkexperience.org

Digital Bananas Technology and **CareerInsights** have teamed up to deliver a revolutionary and pioneering platform called **eWorkexperience** accessible on Desktop, Tablet and Mobile.

The platform integrates cloud based and industry standard collaborative project management and business analysis tools, combined with eLearning, e-Training and live digital projects in order for candidates to gain practical work experience from the convenience of their home, while on the move or while at work.

+ What You Will Learn


- Digital Transformation & Digital Marketing
- CRM automation and GDPR projects
- App development
- Business intelligence
- API integration etc
- Digital Project Management
- Digital Business Analysis
- Product Development

 Confluence



balsamiq



 **Tools You will Learn and Master**



OUR COURSES

Overview OF COURSES

1. Project Management

- 1.1 Overview
 - 1.2 Topics Covered
 - 1.3 Delivery
 - 1.4 Pricing
-

2. Business Analysis

- 2.1 Overview
 - 2.2 Topics covered
 - 2.3 Delivery
 - 2.4 Pricing
-

3. Digital Transformation

- 3.1 Overview
 - 3.2 Topics Covered
 - 3.3 Delivery
 - 3.4 Pricing
-

4. Digital Marketing

- 4.1 Overview
 - 4.2 Topics Covered
 - 4.3 Delivery
 - 4.4 Pricing
-

5. GDPR

- 5.1 Overview
 - 5.2 Topics Covered
 - 5.3 Delivery
 - 5.4 Pricing
-

6. CRM & Business Intelligence

- 6.1 Overview
 - 6.2 Topics Covered
 - 6.3 Delivery
 - 6.4 Pricing
-

7. Data Analytics

- 7.1 Overview
 - 7.2 Topics Covered
 - 7.3 Delivery
 - 7.4 Pricing
-



Program DELIVERY



Hands on Training

4 Weeks

Quarterly enrolment. Saturdays, 11am to 5pm.



Work-Experience

3 Months

Work on innovative digital projects with industry experts using the eWorkexperience platform.



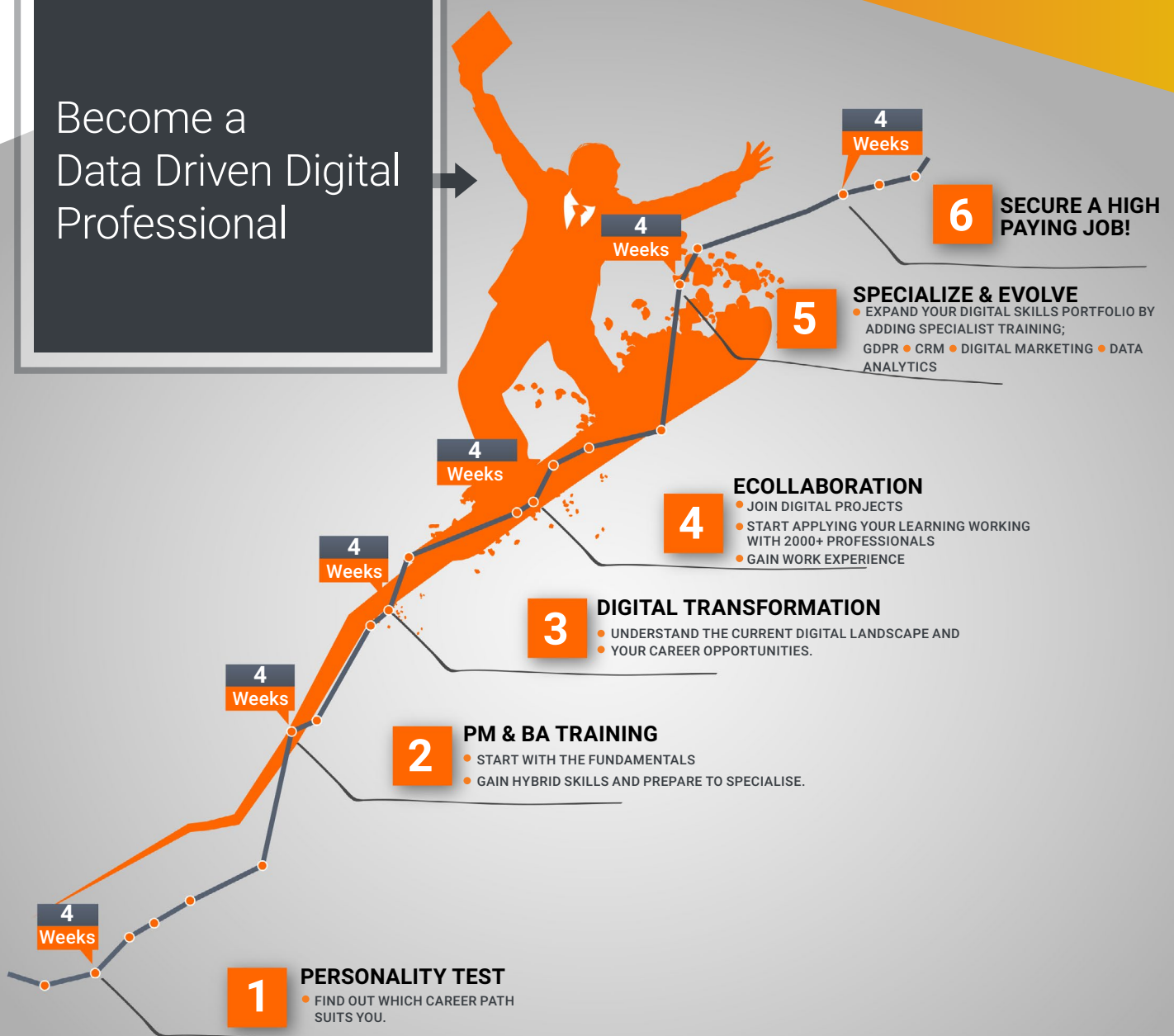
Online

4 Weeks

Seasoned professionals coaching you on your CV and interview preparation.

We are proud to share with you, our eWorkexperience career roadmap.

Become a Data Driven Digital Professional



Project MANAGEMENT

Overview

In this course you will acquire the core project management skills and techniques to be immediately effective in delivering I.T. projects. This training will help you develop an objective understanding of the strengths and weaknesses of both an Agile and traditional plan-driven approach to project management and how they can be combined in the right proportions to fit any given situation in an integrated approach to Agile Project Management. You will learn about the fundamentally different Project Management methodologies used in industry and in Digital Bananas Technology - and the shifts in thinking that project managers might need to make to operate successfully in an Agile environment. You will understand the impact of Agile on the project management profession, the new challenges that Agile creates for project managers, and the potential roles that an Agile Project Manager can play in industry.

Topics covered include:

- Project Management Methodologies
- Agile Scrum & Kanban
- Sprint Estimates & Planning
- Project Planning & Using MS Projects
- Resource Planning & Budgeting
- Event & Time Driven Reporting
- Managing Control Documents
- Updating the RAIDs Register
- Collaboration Using Ms SharePoint
- Risk Management & Quality Assurance
- Setting Up a PMO Office
- Portfolio Management

Delivery Mode



Online Instructor Led Live Sessions

- 4 weeks – Saturdays from 9am to 5pm
- Quarterly enrolment
- Taught concurrently with Business Analysis content



Online video tutorials

- 24 compulsory tutorials
- Over 50 supporting tutorials

Pricing

£1790 - Project Management and Business analysis training are offered as a bundle in our eWorkexperience welcome package.

MODULE 1

Business ANALYSIS

Overview

Learn the fundamentals of business analysis tools and techniques to help you build a solid foundation of Business Analysis knowledge. You will understand the roles a Business Analyst can play and the tasks they perform, learn the intricacies of the Software Development Life Cycles (SDLC) popular with businesses today and gain the practical knowledge to accurately and efficiently elicit requirements. You will learn about modeling techniques used to make requirements understandable by all business and technical stakeholders and understand the techniques used to remove ambiguity from requirements.

Topics covered include:

- Writing justifiable business cases
- Business intelligence
- Data & predictive analysis
- Strategy analysis & definition
- Business architecture
- Stakeholder management
- Requirements engineering
- User centred design / User experience (UX)
- Behaviour driven development (BDD)
- Business process mapping & improvement
- Software development life cycle (SDLC)
- Agile Scrum & Kanban
- Sprint Estimates & Planning

Delivery Mode



Online Instructor Led Live Sessions

- 4 weeks – Saturdays from 9am to 5pm
- Quarterly enrolment
- Taught concurrently with Project Management content



Online video tutorials

- 47 compulsory tutorials
- Over 50 supporting tutorials

Pricing

£1790 - The cost of BA training is bundled in our eWorkexperience welcome bundle.

MODULE 2

Digital TRANSFORMATION

Overview

Digital transformation is the profound and accelerating transformation of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact across society in a strategic and prioritized way (i-Scoop).

The development of new competencies, becoming more:

- › Agile
- › People-oriented
- › Innovative
- › Customer-centric
- › Aligned and efficient with present and future shifts in mindset

Topics covered include;

- What is digital transformation, digital business transformation and digital technology?
- Digital business transformation and hyper-connectivity
- Creating a digital business transformation strategy
- Understanding digital technology, its evolution and changes. Identifying areas of digital business transformation
- Causes of disruption and transformation
- Why you need to take a holistic and detailed approach to digital business transformation
- Understanding the impact of 3rd platform technologies
- The adoption and opportunities of technologies under the umbrellas of social business, cloud, mobility, Big Data (analytics), cognitive computing and the Internet of Things.
- Digital Strategy – Live Application
- Digital trends
- Digital goals
- Digital transformation journey
- Digital challenges
- 3rd Platform technology

Delivery Mode



Online Instructor Led Live Sessions

- One Week Intensive Training



Online video tutorials

Pricing

£1500 - Digital Transformation may be offered as a series of intensive live sessions or online video tutorials. Pricing varies.

MODULE 3

Digital MARKETING

Overview

The Digital Marketing Foundations module will introduce you to conducting digital research, setting business objectives for a digital campaign and preparing the foundations for developing a targeted marketing strategy. It will help you identify the core principles and purposes of digital marketing. It will also explore the buyer's journey process, identify digital channels, the benefits of combining traditional and digital marketing and the principles of 3i methodology.

Through this module you will develop clear and actionable objectives for a digital marketing plan. It will also help you to use digital research and social listening by looking at research concepts, platforms, tools and value the importance of industry and cultural research. On completion, you will recognize how teamwork and roles can contribute to your digital marketing strategy and introduce the PROPEL model as a framework for planning

Topics covered include:

- Strategy and Planning
- Website Optimization
- Content Marketing
- Social Media Marketing
- SEO
- Paid Search
- Display & Video Advertising
- Email Marketing
- Analytics

Delivery Mode



Online Instructor Led Live Sessions

- 12 weeks
- Quarterly enrolment



Online video tutorials

- Over 15 video tutorials Supporting links and PDF resources

Pricing

£1500 - Video lectures, Practical Exercises, E-learning Manager and Professional Certification by the Digital Marketing Institute.

MODULE 4

GDPR

Overview

After four years of preparation and debate, a new legal framework has been confirmed in the EU: The General Data Protection Regulation (GDPR). The GDPR will apply in the UK from 25 May 2018. It is mandatory for all companies to be compliant by this date and as a result, businesses are looking for GDPR consultants, analysts and project managers to help them through this. The Information Commissioner's Office (ICO) has already completed over 130 audits with most audited companies found wanting in some capacity or other. This is a fantastic opportunity for Project Management and Business Analysis professionals to upskill by gaining knowledge of the General Data Protection Regulation (GDPR). This opens them to a new job market with offers ranging from £350 up to £750 per day in contract roles. In this training course, you will be learning as well as working on the discovery, design and control phases of the GDPR programme in order to ensure that you can attain compliance in any organisation. You will learn the changes to processes, systems and current practices concerning the management and usage of data.

Topics covered include:

- The GDPR Legislation
- Privacy and key concepts
- Practical steps towards GDPR compliance
- Planning
- Implementation
- Mentoring

Delivery Mode



Online Instructor Led Live Sessions

- 4 weeks – Thursdays from 8pm to 10pm
- Quarterly enrolment



Online video tutorials

- 6 compulsory tutorials
- Over 10 supporting tutorials

Pricing

£1500 - Online Instructor Led Live Sessions

MODULE 5

CRM & BUSINESS INTELLIGENCE

Overview

As a CRM consultant, you can work within cross functional teams and be responsible for identifying organization's needs, breaking down large scale projects to manageable tasks, working out which IT products to use based on cost benefit analysis and research, agreeing plans with the clients, explaining to designers and developers what's required and overseeing the progress, producing documents that monitor progress and ensure the quality of the project and advising the client on managing future IT needs.

With this course, you will learn about CRM as an IT field and Salesforce CRM as a specific product offering, along with the broad spectrum of CRM solutions on the market. You will learn how to develop appropriate set up solutions given specific scenarios and how to maintain a Salesforce organization, responding to common business requirements, and performing administrative functions using the current version of Salesforce.

Topics covered include;

- Salesforce CRM & Business Intelligence Basics
- CRM Data Modelling
- User Management Considerations in Salesforce – What you need to know as an Admin
- Salesforce Security and Data Access
- Managing Data in Salesforce CRM
- Reports and Dashboards
- Automation
- Managing Customer Support in Salesforce
- Analytics Apps – Einstein Analytics & Wave Analytics
- Introduction to Marketing automation
- Case Study: Implementing Salesforce solutions for PMs and Bas
- Preparing for your Salesforce Career

Delivery Mode



Online Instructor Led Live Sessions

- 14 weeks – Tuesdays from 8pm to 10pm
- Quarterly enrolment



Online video tutorials

- 14 compulsory tutorials
- Over 20 supporting tutorials

Pricing

£1500 - Online Instructor Led Live Sessions & Online video tutorials

MODULE 6

Data ANALYTICS

Overview

Data is the key to the throne! Those that own it will rule the Kingdom. As part of our digital transformation initiative and maintaining a digital culture at Digital Bananas, we have a team of seasoned industry experts with data science, big data analytics and and business intelligence expertise spanning across vast years of experience consulting for reputable brands such as Barclays, TSB, Microsoft, Investec Private Bank, John Lewis Partnership, WS Atkins, Barclaycard a great number of top FTSE 100 companies. There are eight comprehensive modules in the program that cover all the disciplines involved in best practice digital analytics.

Topics covered include:

- Data Analytics Basics
- Data Validation
- Pivot Tables
- Worksheet Security
- Excel Macros
- Data Visualization
- SQL
- Web Analytics

Delivery Mode



Online Instructor Led Live Sessions

- 9 weeks – Wednesdays from 8pm to 11pm
- Quarterly enrolment



Online video tutorials

- 14 compulsory tutorials
- Over 20 supporting tutorials

Pricing

£1500 - Online Instructor Led Live Sessions and Online video tutorials

MODULE 7

PRICING

Program PRICING

Project Management	Business Analysis	Digital Transformation	Digital Marketing	GDPR	CRM & Business Intelligence	Data Analytics
Delivery Mode	Online & Location based work experience	Classroom & Online	Classroom & Online	Classroom & Online	Classroom & Online	Classroom & Online
Access to live projects and eCollaboration tools	Access to live projects and eCollaboration tools	Access to live projects and eCollaboration tools	Access to live projects and eCollaboration tools	Access to live projects and eCollaboration tools	Access to live projects and eCollaboration tools	Access to live projects and eCollaboration tools
£1,790	£1,790	£1500	£1500	£1500	£1,500	£1500



‘The future belongs to those who understand that the digital age we live in requires those with deeper understanding of data and how it can be used to make informed decisions’.

Keji Giwa,
Founder & CEO, Digital
Bananas Technology

THANK YOU

Partner PROGRAMS



The Digital Marketing Institute is a digital marketing and selling professional certification body. Through its online platform and growing network of education partners, it offers an industry validated professional certification from Associate to Masters level.

INDUSTRY GROWTH

Since 2014, over 80% of Digital Marketing Institute alumni work in digital roles, with 20% at director level or above, across thousands of businesses globally.

80% 2014-18



80%

DIGITAL ROLE



Digital Marketing Institute has grown 73% annually on the back of strong uptake of its online and corporate learning programs, as well as licensed courses offered via a network of 100+ education partners globally.

The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.

18K+
Graduates Worldwide

115
Countries

1
Industry Standard



digitalmarketinginstitute.com



INDUSTRY ADVISORY COUNCIL

The Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute course content. By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

Our PURPOSE

The purpose of the Industry Advisory Council is to validate the syllabus content for Digital Marketing Institute programmes and provide expert recommendations. The Independent Industry Advisory Council includes representatives from leading digital companies like Google, Facebook, Twitter and LinkedIn

DMI COURSE LIST

- ✓ Digital Marketing
- ✓ UX & UI Design
- ✓ Web & App Development

Innovative Full-Service Digital Company

UK

133 Creek Road, Greenwich,
London SE8 3BU
+44 (0) 203 890 3449
www.careerinsights.tv
www.digitalbananas.co.uk

NIGERIA

2 Macarthy Street,
Onikan, Lagos.
09028826066
www.careerinsights.tv
www.digitalbananas.co.uk