

AthenaX Academy Brings AI-First Digital Marketing Training to Nagpur, Preparing Learners for the Future of Marketing

Agentic AI and Generative AI join the academy's core curriculum as Nagpur's digital marketing industry shifts toward AI-integrated workflows

A large, dark red, stylized 'AX' logo is centered in the background of a black rectangular area. Overlaid on this is the word 'AthenaX' in a bold, red, sans-serif font. Below the word is a thin horizontal line, and underneath that is the text 'India's Top Rated Marketing & AI Training' in white.

AthenaX

India's Top Rated Marketing & AI Training

Nagpur, Maharashtra Aug 9, 2026 ([Issuewire.com](https://www.issuewire.com)) - [AthenaX Academy](#), a Nagpur-based digital marketing training institute, today highlighted its AI-first approach to marketing education, combining practical, project-based digital marketing training with dedicated Agentic AI and Generative AI coursework. The move responds to a broader shift in the digital marketing industry, where employers

increasingly expect professionals to work directly with AI tools rather than treat them as a separate skill set.

As businesses continue shifting marketing budgets from traditional advertising to digital channels, demand for professionals skilled in [SEO](#), [social media](#), paid advertising, analytics, content marketing, and now AI has grown sharply. For students, working professionals, entrepreneurs, and career switchers in Nagpur, this shift has opened a path to careers that go beyond conventional marketing roles.

A Changing Digital Marketing Landscape

Digital marketing today extends well beyond running social pages or building advertisements. Businesses need professionals who understand how search, paid media, content, analytics, automation, and AI work together. Generative AI is already assisting marketers with content, creative development, research, and ideation, while agentic AI is beginning to automate more complex workflows, allowing systems to execute tasks with greater autonomy.

For aspiring marketers, this means a training program now needs to teach not just traditional digital marketing concepts, but how emerging technologies apply to real marketing work.

Closing the Gap Between Theory and Execution

One of the most persistent gaps in digital marketing education is the distance between knowing a concept and being able to execute it, understanding what SEO is versus optimizing a live website, or knowing what Google Ads does versus structuring and managing an active campaign.

AthenaX Academy has built its training model to close that gap, structuring its programs around:

- Working with real digital marketing tools
- Understanding campaign structures and performance metrics
- Building and optimizing websites
- SEO and content optimization
- Paid advertising platforms
- Social media strategy
- Marketing data analysis
- Applying AI tools to marketing workflows
- Live projects and portfolio development

Four Core Tracks: Digital Marketing, Performance Marketing, Agentic AI, and Generative AI

AthenaX Academy's curriculum is organized around four core areas: [Digital Marketing with AI](#), **Performance Marketing**, **Agentic AI**, and **Generative AI** alongside a **Freelancing & Startup Blueprint** for learners interested in independent careers or entrepreneurship.

The academy's goal is not simply to introduce learners to AI tools, but to teach how these technologies apply to marketing, content, design, automation, and campaign workflows in practice.

Small Batches, Personalized Mentorship

AthenaX caps batches at a maximum of **10–12 students**, offering closer mentorship and more direct

instructor interaction. The academy runs Classroom and Live Online formats, alongside self-paced options, so students can choose the format that fits their schedule.

Led by an Industry Veteran

AthenaX Academy is founded and led by **Govind Chandak**, a performance marketing professional with more than 9.5 years of experience in go-to-market strategy and digital growth.

Chandak previously worked as a Business Analyst at Merkle Sokrati (part of the Dentsu Aegis Network), where he managed monthly digital ad spends exceeding \$500,000 for Tier-1 enterprise brands including Airtel, Titan, Viu, Tanishq, and PharmEasy. He later served as Head of Growth and Associate Founder at GrowthAcad, where he led lead-generation initiatives that produced more than 200 qualified leads per month at a 40% conversion ratio.

His experience extends into academia and corporate training: he has been invited as a mentor at IIT Bombay, IIT Kanpur, IIM Calcutta, and IIM Indore, and has delivered corporate training for organizations including Aditya Birla Group, Kirloskar Brothers Ltd, Grindwell Norton (Saint-Gobain), and Western Coalfields Ltd. Since 2022, he has served as a Visiting Professor and Board of Studies member at Symbiosis International University, Ratan Tata Maharashtra State Skills University, and MIT World Peace University. His work has been featured in Business Standard, Times of India, and 94.3 Radio One.

"Marketing is no longer a separate discipline from AI; the two are converging in real time. Our goal at AthenaX isn't just to teach students what AI tools exist, but to make sure they can put those tools to work inside an actual campaign, on an actual budget, with an actual client. That's the gap we built this curriculum to close." **Govind Chandak, Founder, AthenaX Academy**

What Students Learn

- **Search Engine Optimization** keyword research, on-page, off-page, and technical SEO, content optimization, and search visibility
- **Performance Marketing** paid advertising, campaign planning, performance measurement, and optimization across major platforms
- **Social Media Marketing** content strategy, platform-specific marketing, audience engagement, paid campaigns, and performance analysis
- **Content Marketing** blogging, copywriting, storytelling, and the role of AI in content creation
- **Analytics and Reporting** using data to evaluate performance, identify opportunities, and guide decisions
- **Generative AI** applying AI to research, content creation, ideation, design, and workflow automation
- **Agentic AI** understanding and building autonomous AI agents for marketing processes and automation

Career Pathways

Graduates can pursue roles such as SEO Executive or Specialist, Performance Marketing Specialist, Social Media Manager, Content Marketer, Digital Marketing Executive, AI Marketing Strategist, or Digital Marketing Consultant or apply the same skills to freelancing, entrepreneurship, or growing an existing business. The academy's Freelancing & Startup Blueprint module is designed specifically for learners pursuing independent work.

Certifications and Career Support

AthenaX Academy's programs include access to certifications from Google, Meta Blueprint, Google Analytics, SEMrush, and HubSpot, among others, alongside live projects, internship opportunities, placement assistance, resume development, and career support.

Scale and Reach

The academy reports having trained more than **20,000 learners** to date, reflecting its role in Nagpur's growing digital marketing training ecosystem, a city where an expanding IT sector and business base have increased local demand for professionals who can manage digital presence, generate leads, run campaigns, and analyze performance.

About AthenaX Academy

AthenaX Academy is a Nagpur-based digital marketing training institute offering practical, AI-integrated education across Digital Marketing, Performance Marketing, Agentic AI, and Generative AI. Founded by industry veteran Govind Chandak, the academy combines live-project learning, small-batch mentorship (capped at 10–12 students), and career support including certifications, internships, and placement assistance to prepare students for AI-enabled marketing careers. AthenaX offers Classroom, Live Online, and self-paced learning formats and has trained more than 20,000 learners to date.

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