

# Training Record for Employees

---

## Employee Information

**Name:** Jane Smith

**Position:** Marketing Coordinator

**Department:** Marketing Department

## Training Date

**Date:** November 20, 2025

## Training Provider

**Provider:** Creative Marketing Solutions Ltd.

## Training Session Title

**Title:** Digital Marketing Trends 2025

## Objectives of Training

**Goals:** The training was designed to update the marketing team on the latest digital marketing strategies. It covered key areas such as social media trends, search engine optimization (SEO) best practices, and innovative content marketing techniques.

## Skills Acquired

**Details:** Throughout the training, Jane acquired practical skills in handling the latest algorithms of major social media platforms, advanced SEO techniques tailored for 2025, and the use of cutting-edge tools for content creation and

distribution. These skills are directly applicable to her ongoing projects and future marketing campaigns.

## **Duration of Training**

**Duration:** The workshop was an intensive full-day session lasting approximately 8 hours.

## **Assessment Results**

**Performance:** Jane actively participated in the workshop's interactive segments and successfully completed the post-training evaluation. Her project presentation at the end of the session highlighted her understanding and ability to apply the new strategies effectively.

## **Comments/Feedback**

**Feedback:** Jane found the workshop to be extremely beneficial, providing her with valuable insights into the future of digital marketing. She particularly valued the sessions on social media and SEO, noting the practical applications that could enhance the department's success. Jane recommended scheduling follow-up workshops to delve deeper into analytics and data-driven marketing strategies to keep the team at the forefront of the industry.