She Starts

A SHE STARTS CAREER RESTART PROGRAMME

AI Integrated Digital Marketing

with Content, Social, SEO, Ads, and Analytics

4-Month Career Restart Programme

TRAIN. WORK. GET PLACED. OR GET YOUR FEE BACK*

WWW.SHESTARTS.ONLINE

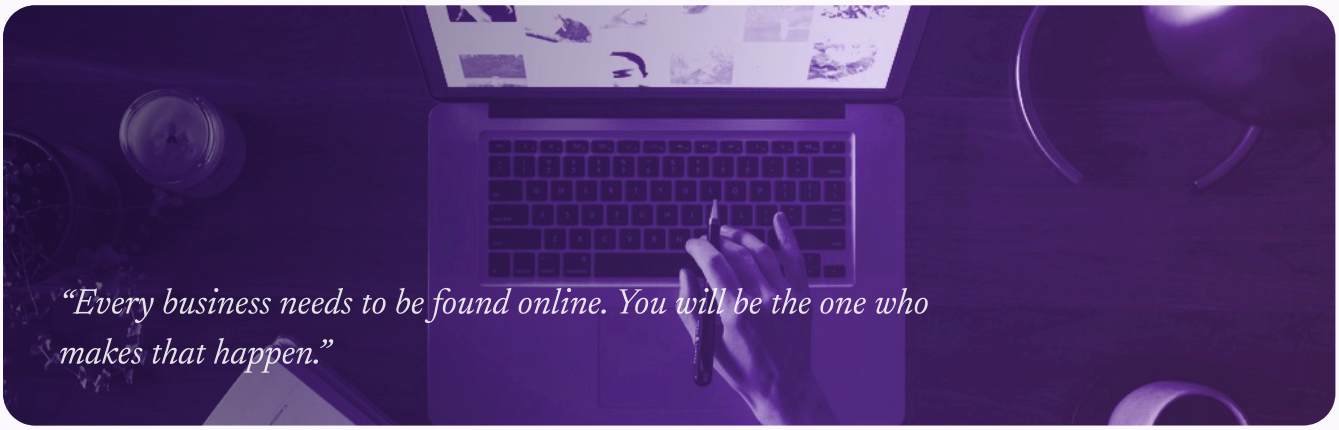
2	2	100+	400+
MONTHS	MONTHS	GLOBAL	WOMEN
Live Training	OJT Training	Hiring Partners	Guided to Restart

IS THIS FOR YOU

You did not lose your skills. *You just paused.*

She Starts exists for one reason. Women who step away from work for family, motherhood, or life do not become less capable. They become invisible to a job market that punishes gaps. This programme makes you visible again, with skills employers are hiring for right now and proof that you can deliver from day one.

Digital marketing is one of the most in-demand skills in the world, because every business everywhere needs to be found, followed, and chosen online. It is remote-friendly, flexible, and constantly hiring. And with AI now doing the heavy lifting of content creation and execution, the women who know how to direct it will be the ones who get hired.



THIS PROGRAMME IS FOR YOU IF YOU ARE

01 A woman returning after a career break, whether it has been one year or ten

02 Starting your professional journey for the first time

03 Looking to move from offline or informal work into structured professional roles

04 Seeking work you can do from home, from an office, or anywhere in between

No prior experience needed. No technical background needed. If you can use a phone and a browser, you can do this.

HOW IT WORKS

Four months.
From restart to ready.

Fully online | Live and recorded sessions | Designed around your home and family commitments

1

MONTH 1 & 2

Live Training

Two hours a day, weekdays, fully online. Every session is delivered live and recorded for your further use, so a missed class is never a lost class. You learn the complete digital marketing skill set, from audience strategy and content creation to SEO, paid ads, and analytics, integrated with AI from the very first session. Every class follows a simple rhythm: understand the concept, practise it hands-on with AI, review what you produced. **You learn by doing, not by watching.**

2

MONTHS 3 & 4

On-the-Job Training

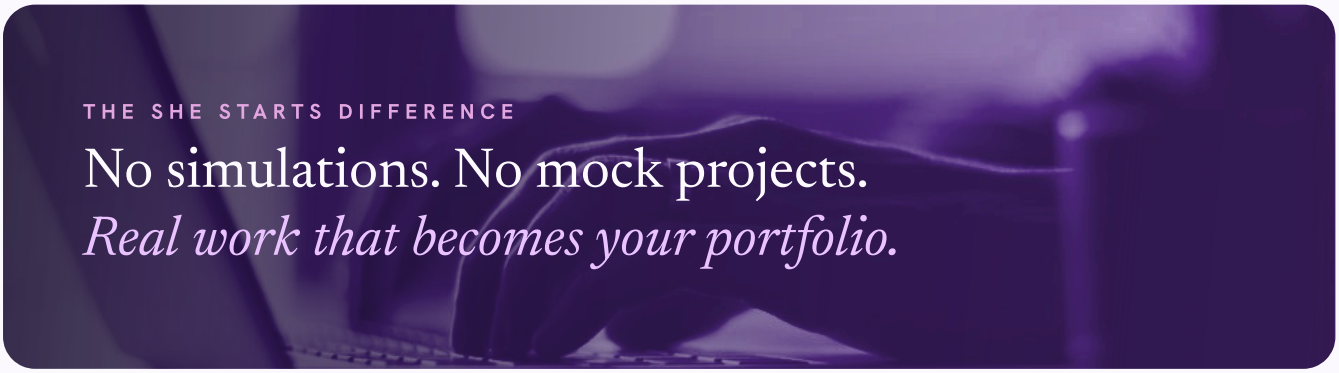
This is what makes She Starts different. You are deployed into live brand and campaign operations within the Zylenverse ecosystem, managing real social media accounts, real content calendars, and real campaigns under supervision. No simulations. No mock projects. Real work that becomes your portfolio.

3

THROUGHOUT

The Placement Track

Running alongside your training and OJT: LinkedIn profile building, an ATS-ready CV created from your real work, AI-powered job application methods, structured interview preparation, and mock interviews with feedback. By the time you finish, you are not starting a job search. **You are already in one.**



YOUR JOURNEY

Your Learning Journey

orientation to your first role

START

MONTH 1

01 Career Restart Activation and Orientation

02 Live Training Begins

BUILD SKILLS

03 AI-Integrated Skill Building

04 Hands-On Practice with AI Tools

Training

REAL WORK

05 On-the-Job Training Starts

06 Real Work on Live Business Tasks

Real Work

07 Portfolio & LinkedIn Profile Built from Real Work

08 ATS-Ready CV from Your OJT Portfolio

PLACEMENT

09 Interview Prep & Mock Interviews

10 Applications Submitted with Placement Support

11 Your First Role: Remote, Onsite, or Hybrid

Placement

12 Lifetime Community Support

You are placed. You belong.

Career Restart

IN THEIR WORDS

Women who paused, *then started again.*

Graduates of She Starts, now working. Their words.

"After twenty years away, I had convinced myself the door was closed. The on-the-job training proved me wrong. I wasn't practising, I was actually working, and that changed how I saw myself."

Roopasree
20-year career break
Restarted as HR

"I didn't just learn tools, I built real work I could show. When the interview came, I had answers and proof, not excuses about my gap."

Sravya
12-year career break
Restarted as Operations Coordinator

"I started not knowing if I could keep up. The live sessions were recorded, so I learned around my children, and by the OJT I was handling real tasks with confidence."

Fazeela
5-year career break
Restarted as Virtual Assistant

"What I valued most was that it was honest. No false promises, just real training, real work, and a team that genuinely backed me until I was placed."

Anju
5-year career break
Restarted as Digital Marketer

100+ Global hiring partners across remote, onsite, and hybrid roles in 25+ countries

400+ Women supported with skills, confidence, and career support through structured programmes

WHAT YOU WILL LEARN

The complete skill set, *built the modern way.*

CORE SKILLS

- Marketing fundamentals: audience, positioning, and the funnel
- Social media management and content creation across platforms
- Social media management and content creation across platforms
- SEO for search engines and AI answers (GEO and AEO)
- Google Ads and Meta Ads, operated hands-on
- Email marketing, lead generation, and nurture sequences
- Analytics, reporting, and campaign performance strategy

THE AI ADVANTAGE

Why AI integration changes everything

AI has rewritten marketing execution. Content, copy, creatives, SEO articles, email sequences, and even entire campaigns now take minutes instead of days. That is not a threat. **It is your opening.**

RCTO-EC FRAMEWORK

A structured prompting method for getting professional-grade output from AI tools — used across every task in the programme.

And what employers test directly stays hands-on: you will operate real Ads accounts yourself and learn to read the numbers behind every campaign. What AI cannot replace is strategy, brand judgement, and knowing what good looks like.

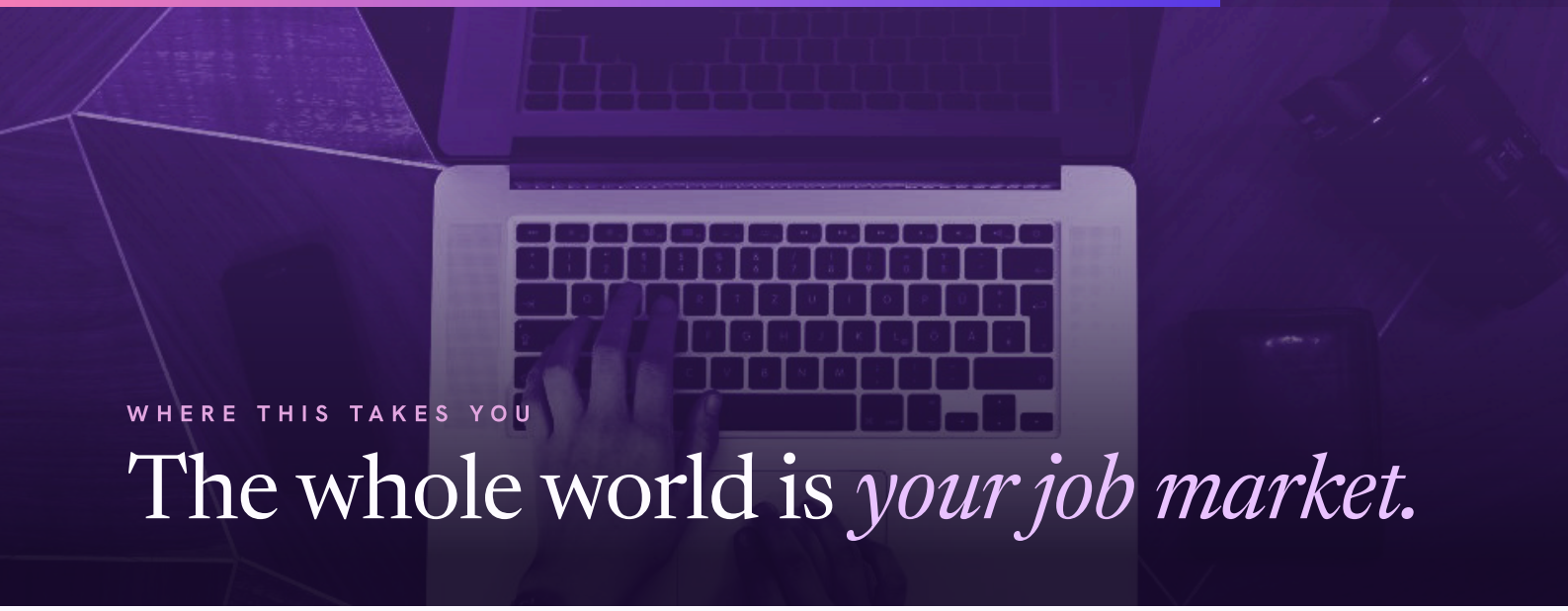
Employers are not looking for people who fear AI or who blindly depend on it. They want people who can direct it. **That is who you become.**

AI that works *for* you, not just *with* you.

Most people learn to ask AI questions. You learn to put AI to work. In this programme, you learn to connect AI across your marketing tools, automate content workflows using agentic AI that acts on your behalf, and deploy agentic workspaces like **Claude Cowork**. With AI running alongside you, you will deliver more, faster, and to a higher standard than anyone working without it.

POWERED BY AI TOOLS

Tools you will work with: ChatGPT, Claude, Gemini, Canva, Meta Ads Manager, Google Ads, Google Analytics 4, Google Search Console, and the scheduling and publishing tools used by real marketing teams.



WHERE THIS TAKES YOU

The whole world is *your job market.*

Digital marketing roles are hired remote, onsite, and hybrid across the world. Companies in India, the Gulf, Europe, the UK, the US, and beyond hire for these roles every single day, and remote-first hiring means your location is no longer a limit. She Starts supports your placement journey across all of it.

ROLES YOU WILL BE READY FOR

- Digital Marketing Executive
- Social Media Manager
- Content Strategist
- SEO and SEM Associate
- Performance Marketing Associate
- Email Marketing Executive

You will not just say you can do the work. *You will show it.*

You finish the programme with a portfolio of real work produced during your OJT, a completion certificate from Internzity, an optimised LinkedIn profile, and a CV built on live experience rather than empty claims. When an employer asks what you have done recently, you will have an answer that ends the conversation about your career gap.

> High performers may be offered extended contracts within the Zylenverse ecosystem or fast-tracked through our placement network.

THE ESSENTIALS

Everything you need to know.

DURATION	4 months. 2 month live training, 2 months on-the-job training
FORMAT	Fully online. Live sessions, all recorded for your further use
TIME	Weekdays Training: 1 - 2 hours OJT: 4 hours Placement Orientation: 2 hours
GUARANTEE	Full refund if not placed within 4 months of completing the programme
ELIGIBILITY	Open to complete beginners. No prior experience or technical background required
WHAT YOU NEED	A smartphone is enough to begin. A laptop is required for the OJT phase
CERTIFICATION	Completion certificate from Internzity plus a portfolio of real work

PROGRAMME FEE

INR 40,000

Option 1: One-time Single Payment
20% Discount: ₹32,000

Option 2: Installment Payment
4 Installments of ₹10,000 each
1st installment: Within 3 days
2nd installment: Within 30 days
3rd installment: Within 60 days
4th installment: Within 90 days

GUARANTEE*

Full Refund

Complete the programme, meet the eligibility and placement requirements, and if you do not secure a qualifying placement within **4 months** of completing the programme, you may be eligible for a refund of the Programme Fee actually paid, subject to the Placement Guarantee terms.

Will I get a job?

Yes. Our Placement Guarantee gives you a structured path to employment. If you complete the programme, meet the requirements and remain eligible, you may qualify for a refund if you do not secure a qualifying placement within the applicable Guarantee Period.

What if I'm not placed?

If you remain eligible but do not secure a qualifying placement within the applicable Guarantee Period, you may be eligible for a refund of the Programme Fee actually paid. Our Placement Guarantee covers the Full-Time and TaaS pathways, subject to the applicable terms.

On a break for years?

That is exactly who this programme was built for. Whether your break was two years or twenty, we help you rebuild confidence, refresh your skills, gain recent work experience, and return to the job market with a stronger professional profile.

Your restart begins with one conversation.

Speak to a She Starts counsellor today.

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www.shestarts.online

ABOUT US

Who is *Behind This*

INTERNZITY

A Remote Job Talent & Placement Academy focused on helping professionals build practical skills, real experience, and secure remote opportunities.

25+ Countries with Student Placements

SHE STARTS

An Internzity initiative for women on career breaks — structured guidance, confidence building, and placement support.

400+Women Guided to Restart

BACKED BY · ZYLENVERSE PRIVATE LIMITED

A global company shaping talent, technology, and the future through structured career systems, real-world skill development, and global opportunity access.

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Your restart is one step away.

Speak to a She Starts counsellor today and take that step.

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Backed by people who believe in you.

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