



Skills Bootcamp Brochure

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Who are we?

UpSkill Digital are market-leaders in delivering digital skills training, putting the learner at the heart of everything we do.

We have worked with the likes of Google, BT, Microsoft, Lloyds Bank and more to deliver skills training that enables people to access the world of digital, secure employment, start their own businesses and thrive.

At UpSkill Digital we are committed to shaping the future of learning and education, to move it beyond the academic, institutional approach and toward a stronger, more adaptable, accessible, inclusive and equitable space.

Gori Yahaya, Founder & CEO



What is this Skills Bootcamp?

Our Skills Bootcamp in digital marketing and web development is a Government-funded, 4 week programme that is designed to equip learners with the skills, knowledge and experience needed to work in digital roles.

- By the end of the 4 weeks, learners will gain an insight into the worlds of digital marketing, web design, eCommerce and more
- Content is delivered by industry experts and learners will also receive 1:1 mentoring, masterclasses from corporate partners and online training
- Learners will also receive a guaranteed interview at the end of the bootcamp, along with CPD certification



Why develop digital skills?

The digital world provides a range of exciting opportunities for businesses of all shapes and sizes.

From connecting with a global audience online, to selling goods and services without the need for a physical store, the digital world enables business to reach more people, sell more products and streamline their operations.

With more and more businesses pivoting online, especially as a result of the pandemic, it's vital that people develop their skills and knowledge to secure employment in digital roles.

This bootcamp is designed to help learners do just that. You'll gain the knowledge, experience and confidence to work across a range of digital roles, and be able to position yourself at the front of employers' minds.

Who it's for

This Skills Bootcamp is open to learners of all ages and skill sets. You do not need any prior knowledge to access the training. You must, however, be a recipient of Universal Credit.

What you'll learn



Understand the different digital marketing channels available, how to use them and create engaging digital marketing strategies.



Learn how to create user-centred websites, effective eCommerce stores and code using HTML and javascript.



Explore key employability skills employers look for when hiring talent into their businesses, gain practical skills via real-world projects and receive a guaranteed interview with potential job offer too.

Programme overview

Week 1: Digital marketing

- Get started with SEO, paid ads, social media and email marketing
- Create digital marketing strategies

Week 4: Career planning

- Develop key employability skills
- Undertake employer masterclasses
- Guaranteed interview



Your 4 week journey

Week 2: web development

- Introduction to UX design
- Create simple websites for marketing and eCommerce purposes
- Introduction to coding

Week 3: Group project

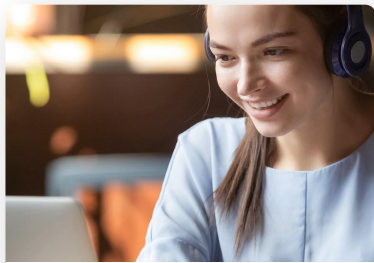
- Work in groups to create either a website or digital marketing strategy for a start-up/SME client

How our training is delivered



Instructor-led training

Either delivered virtually or in-person. This provides attendees with expert guidance and real-time feedback in a supportive environment.



Self-paced online learning

Enables learners to take control of their self-development journey, test their skills regularly and learn whenever they wish.



1:1 mentoring and coaching

In order to ensure all learners receive the training they require and more in depth tailored learning, we offer mentor coaching hours via our virtual learning environment.



Project-based group activities

To ensure learners develop skills they can use within the workplace, we provide opportunities to work in groups to tackle real-world problems and client-facing briefs.

Key benefits for learners

- We adopt a blended approach to learning, meaning you receive a mixture of classroom-based training, project work, 1:1 advice and guidance, and access to online resources
- The course is designed and delivered by experts who have worked with the likes of Google, BT, Microsoft and more
- Learners receive a guaranteed interview upon completion of the 4 week programme
- You'll also receive employer-recognised certification to boost your CVs and job applications
- The bootcamp is completely free of charge!



What our learners say

“The training session was really enlightening and informative. It drilled down to address key issues relating to proper personal branding, self confidence and having an online footprint that can be beneficial to your career and personal goals.”

2021 Programme Participant

“Engaging programme full of practical advice, run by knowledgeable and highly skilled individuals.”

2021 Programme Participant

Take your next steps



Get in touch today to speak with a member of the team!



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[Book a meeting](#)



Leaders in digital
empowerment