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PRESS RELEASE

GOB Advances Digital Skills Through Marketing and CRM Training in Corozal

Belmopan, September 18, 2026.

The Office of the Prime Minister, through the Investment Policy and Compliance Unit (IPCU) and in collaboration with the Corozal Think Tank, held the graduation ceremony for the project titled “Digital Marketing and CRM Training,” which was completed earlier in the year.

The program's goal was to quickly provide young and early-career participants, ages 15 and up, with digital competencies that are in line with international certification standards. The training also included a small pool of adult learners.

Participants were trained on industry-standard platforms, including Canva, Shopify, Zoho CRM, Zapier, and retargeting platforms including AdRoll and Taboola. The curriculum covered topics such as digital marketing fundamentals and strategy, content creation and campaign planning, social media marketing and advertising concepts, eCommerce platforms and online store setup, CRM fundamentals, and customer lifecycle management.

A total of 41 students from the Corozal District finished the course, with most from Chunox St. Viator Vocational High School. Participants reported developing practical competence in digital marketing core concepts, content production, social media management, e-commerce platforms, CRM systems, marketing automation, analytics, and search engine optimization. In Belize's developing digital services ecosystem, which includes BPOs, micro-businesses, and the public-sector digital transformation, these competencies are directly correlated with labour market needs. Soft skills integrated into the course included improvements in self-assurance, communication, teamwork, time management, and professional presentations. Particularly high ratings for confidence and preparedness to interact with employers revealed that the curriculum significantly improved participants' employability beyond technical skill alone.

Attending the graduation were Hon. Thea Garcia Ramirez, Minister of Human Development, Family Support and Gender Affairs; Mr. Lincoln Blake, Director of the Investment Policy and Compliance Unit of the Ministry of Investment; Mr. Froylan Gilharry, Chairman of the Corozal ITVET; and Mr. Marconie Moh, Principal of Chunox St. Viator Vocational High School. Mr. Juan Carlos Menzies, a member of the Corozal Think Tank, was also in attendance, and Mr. Christian Junior, the head trainer from Rhics Ltd, the UK-based training company that provided the training, attended via a virtual platform.

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For more information, please contact:
Investment, Policy & Compliance Unit
Ministry of Investment
BelizeInvestment@invest.gov.bz
880-4728/880-4729
<https://invest.gov.bz/>