



Certified Phishing Prevention Specialist (CPPS)

Notes

Date: 19/12/2025

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2023 Phishing Campaigns Using AI: A New Era of Social Engineering

Artificial Intelligence has fundamentally changed the phishing landscape. What once relied on poor grammar and generic messages has evolved into **highly targeted, psychologically convincing attacks** that are difficult to detect—even for trained professionals.

In 2023, we saw a sharp rise in **AI-powered phishing campaigns** that leverage publicly available data, automation, and natural language generation to impersonate real people and trusted brands with alarming accuracy.



How AI Is Transforming Phishing Attacks

Modern phishing campaigns now use AI in several critical ways:

Hyper-Personalized Messaging

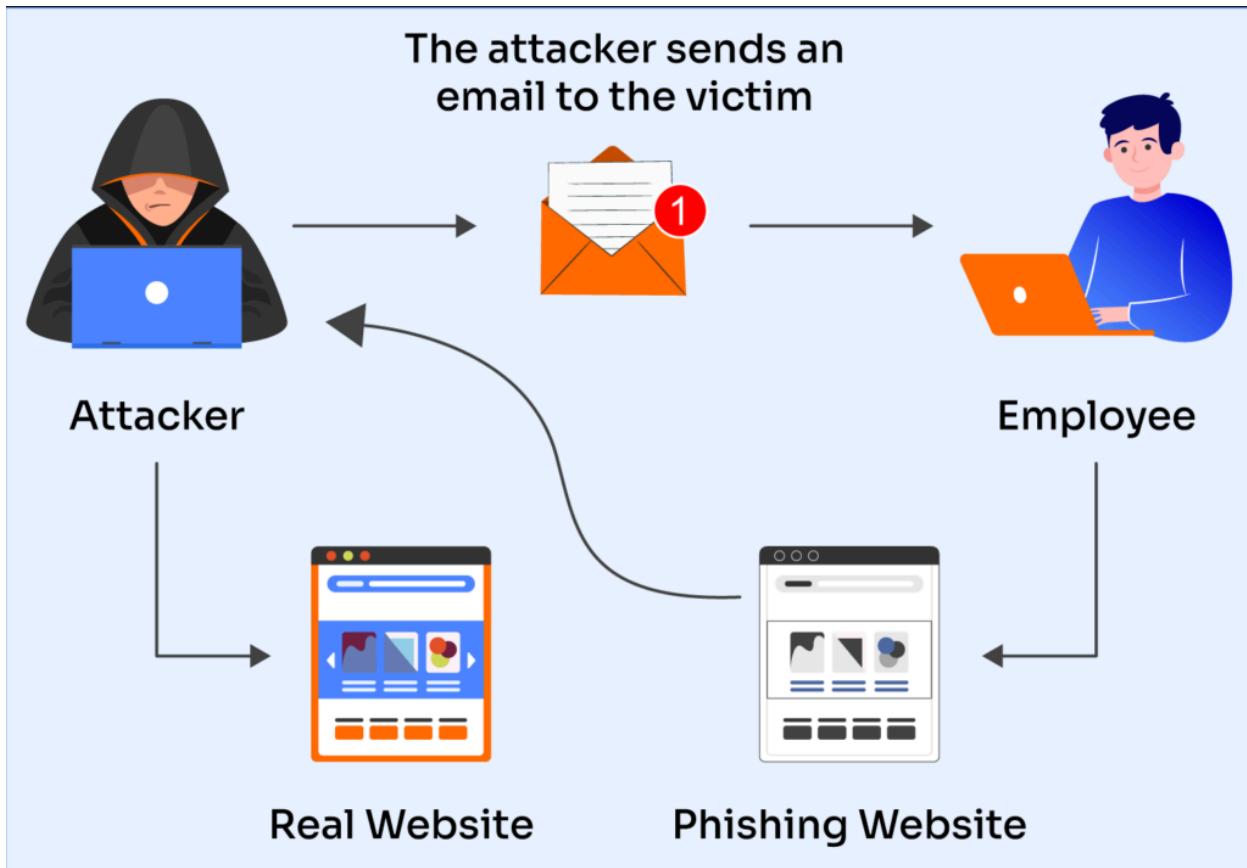
Attackers scrape:

- Social media profiles (LinkedIn, Twitter/X, Facebook)
- Job titles, company roles, and recent posts
- Professional relationships and interests

AI models then generate **context-aware emails or messages** that feel personal and timely—such as:

- “Following up on your recent post...”
- “Quick request before our meeting later today...”
- “Shared document related to your current project...”

These messages dramatically increase trust and response rates.



Realistic Language & Tone

AI eliminates traditional phishing red flags:

- No spelling or grammar mistakes
- Natural conversational flow
- Matching corporate tone and writing style

Some campaigns even adapt language based on:

- Seniority level (executive vs. junior staff)
- Industry terminology
- Regional writing styles

8 signs of a Phishing Scam



The slide features a dark teal background with the title "8 signs of a Phishing Scam" in large white and blue text. Below the title is a grid of eight items, each with an icon and a description. The icons are: a speech bubble for poor grammar; a hand for generic greetings; an exclamation mark for urgency; a cursor for suspicious links; an envelope for unofficial addresses; a clipboard for personal info requests; a paperclip for attachments; and a pound sign for promotional offers.

 Poor grammar, spelling mistakes & unprofessional language	 A generic greeting or no greeting at all
 Messages that push you to act urgently	 Requests for personal information e.g. PINs, passwords & login details
 Suspicious links - Hover over links to reveal misleading URLs	 Unsolicited attachments that often contain hidden malware
 Unofficial from address or phone number	 Promotional offers that sound too good to be true

Multi-Channel Delivery

AI-driven phishing is no longer limited to email. Attacks now span:

- LinkedIn direct messages
- SMS (Smishing)
- WhatsApp & Slack

-
- Fake calendar invites
 - Voice phishing (AI-generated voice clones)

This **blended attack surface** increases the likelihood of success.

Automated Scaling with Precision

Unlike traditional mass phishing, AI allows attackers to:

- Scale attacks while maintaining personalization
 - A/B test message effectiveness
 - Rapidly modify content to bypass detection systems
-



Why These Attacks Are So Effective

AI-based phishing exploits **human psychology**, not just technical weaknesses:

- Urgency (“Immediate action required”)
- Authority (“Message from your manager or CEO”)
- Familiarity (“We spoke earlier...”)
- Curiosity (“You were mentioned in a document”)

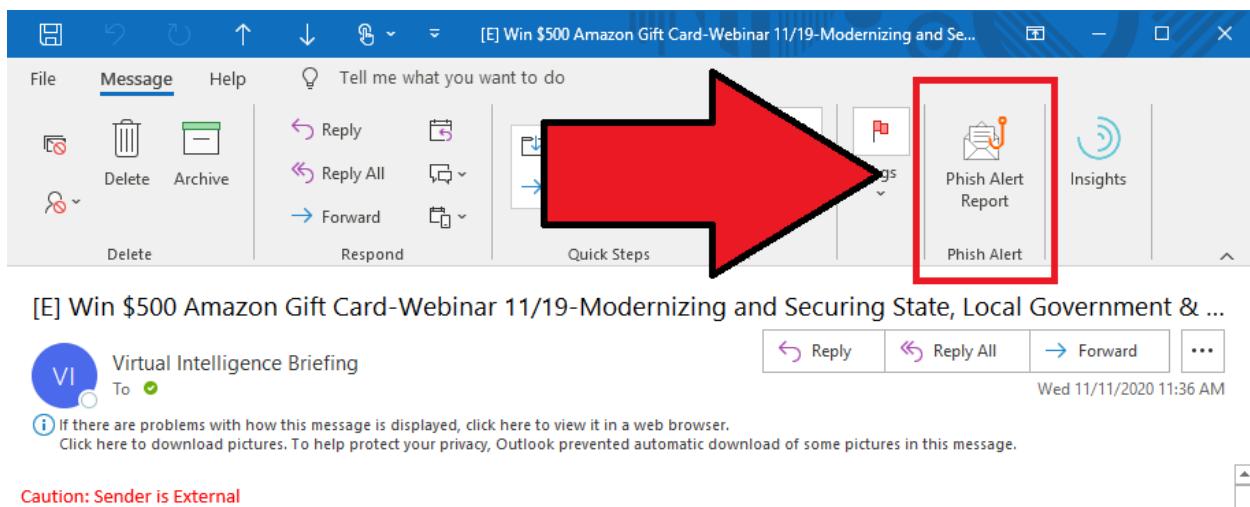
When combined with accurate personal data, even security-aware users can be deceived.

How Organizations Can Defend Themselves

To counter AI-driven phishing, organizations must evolve:

Advanced Email & Message Filtering

Leverage AI-based detection that analyzes context, intent, and behavior—not just keywords.



Continuous Security Awareness Training

Train employees to:

- Verify unexpected requests
- Be cautious with urgency and attachments
- Validate identity through secondary channels



Zero-Trust Mindset

Never assume legitimacy based solely on familiarity or tone.

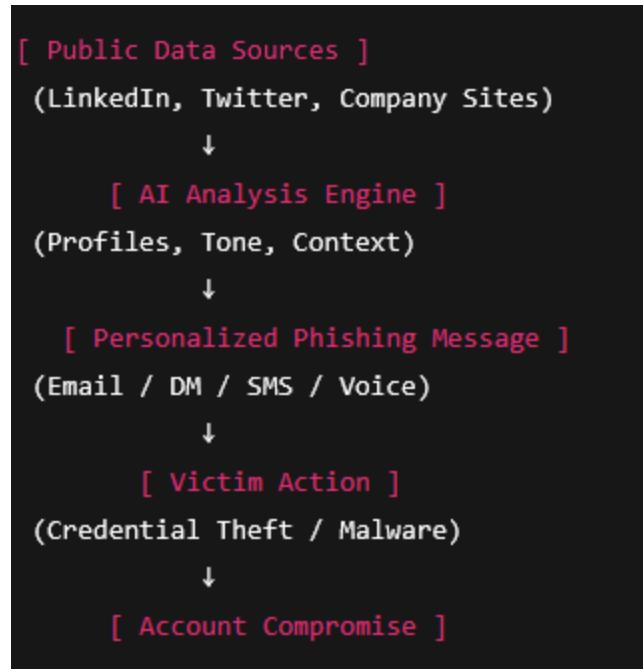
Social Media Hygiene

Limit publicly available information that attackers can weaponize.

Suggested Diagram for the Post

Title: AI-Powered Phishing Attack Flow

Diagram Structure:



Suggested Picture for LinkedIn

Concept:

- A human silhouette blended with digital code
- Email and social media icons surrounding the figure
- A warning symbol or broken lock
- Dark cybersecurity theme with blue/red highlights

Caption Idea:

"When AI meets social engineering, trust becomes the attack vector."

Conclusion

AI is a powerful tool—but in the wrong hands, it becomes a **force multiplier for cybercrime**. As defenders, we must match sophistication with awareness, technology, and vigilance.

The future of phishing isn't louder—it's smarter.



This is to acknowledge that

Siddique Reza Khan Khan

Has completed all program requirements and evaluation criteria as administered by Hack & Fix,
and is hereby officially recognized as a

**Certified Phishing Prevention Specialist
(CPPS)**

Date December 19, 2025
Certificate ID 4260-2826-3526-3667



Reference

1. <https://academy.hackandfix.com/courses-archive/certified-phishing-prevention-specialist/>
- 2.