



# NIL PERSONAL BRANDING CERTIFICATION

Awarded: June 27, 2024

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PRESENTED TO

## Mike Burns

The bearer of this certificate has successfully proven the knowledge and abilities to apply NIL personal branding. The bearer has been tested on best practices and signified experience defining and tracking social media engagement, calculating follower growth rate, conducting brand audits, assessing personal strengths and weaknesses when applying for NIL opportunities and activities, setting goals, creating a brand positioning statement and brand hook, identifying target audiences and buyer personas, communicating a consistent brand voice, and evaluating contracts.

Certified: June 27, 2024 - Valid until: June 27, 2026

Stukent, Inc.