STUKENT

Certificate of Completion

This Certificate is presented to

Calvin Zhen



Social Media Simternship™

Completed on: **October 27, 2023**

This certificate signifies experience:

- Measuring key performance indicators for tracking social media marketing success
- Performing demographic targeting to increase engagement and drive conversions
- Analyzing data to optimize performance across multiple social media channels
- Maximizing the benefits of both promoted and organic posting
- Utilizing different social media strategies to leverage the power of social media influencers
- Creating compelling ads for earned, owned, and paid social media marketing
- Utilizing content variation and test different promotional strategies
- Testing social media content and promotions to increase engagement and drive conversions
- Managing a substantial advertising budget
- Social listening and engaging with consumers