



NIL PERSONAL BRANDING CERTIFICATION

Awarded: December 17, 2024

PRESENTED TO

Christine Maxey

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 has 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: December 17, 2024 - Valid until: December 17, 2026

Stukent, Inc.