STUKENT

Certificate of Completion

This Certificate is presented to

Yongyan Shi



Social Media Simternship® - New

Completed on: **February 21, 2026**

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
- Utilize different social media strategies to leverage the power of social media influencers
- Create a campaign brief conveying key strategic information to an influencer
- Creating compelling ads for earned, owned, and paid social media marketing
- Utilizing content variation and test different promotional strategies
- Test social media content and promotions to increase engagement and drive conversions
- Managing a substantial advertising budget
- Recognize the importance of brand fit when working with influencers
- Socially listen and engage with consumers