STUKENT

Certificate of Completion

This Certificate is presented to

Antonina L. Piscitello



Brand Management Simternship™

Completed on: **February 14, 2024**

This certificate signifies experience:

- How to collect insights from customers in order to address issues
- Learn how to architect a landing page enforcing style guide and conduct AB Testing
- Updating price, positioning, and product in order to help struggling brand based on data and research
- Selecting content for buyers in the awareness stage of the marketing funnel and designing the online customer experience