

# Certificate of Completion

This Certificate is presented to

**Brandon Shepard**



## WSU Intro to Business

Completed on: **December 07, 2023**

This certificate signifies experience:

- Select recruitment strategies and candidates to develop a workforce
- Forecast operating income
- Choose on-brand retailers to generate profit
- Recommend buyer personas and marketing concepts to achieve marketing goals
- Allocate inventory among retailers
- Select employee benefits to improve employee satisfaction
- Calculate breakevens for and select ideal investments and promotions
- Execute and review sales communications that resonate with retailers
- Create positioning statements and allocate ad spend to target buyer personas
- Replace product components to decrease production costs