STUKENT

Certificate of Completion

This Certificate is presented to

Colby Cook



Marketing Management Simternship™

Completed on: **October 31, 2023**

This certificate signifies experience:

- Creating positioning statements and value propositions based on market research
- Calculating CLV and CAC in order to select profitable market segments to target
- Evaluating and selecting the big idea and creative assets for a marketing campaign
- Designing products based on customer reviews and market research
- Allocating a high-level marketing budget based on historical data and corporate strategies
- Adjusting a brand's marketing mix based on data and customer reviews
- Analyzing revenue and competitor data to select and optimize pricing
- Relying on marketing campaign data to allocate ad spend
- Crafting an email to communicate with distributors during a crisis