STUKENT

Certificate of Completion

This Certificate is presented to

Allison Lyne



Digital Marketing Simternship

Completed on: **November 17, 2023**

This certificate signifies experience:

- Strategically selecting, prioritizing, and optimizing keywords
- Interpreting vanity metrics (impressions and clicks) when evaluating the value of a campaign
- Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics
- Performing A/B testing to identify the best approach for retargeting
- Effectively allocating a budget to maximize profits
- Optimizing landing pages
- Utilizing digital tools and tactics to improve campaign performance
- Effectively organizing, creating, and optimizing search, display (interest-based, remarketing), and shopping ads