AMERICAN MARKETING ASSOCIATION

SOCIAL MEDIA MARKETING

CERTIFICATION

PRESENTED TO

Emma Higtower

The bearer of this certificate has successfully proven that they are fully capable and skilled in applying social media marketing techniques. They have been tested on best practices and have signified experience managing social media campaigns, implementing data analysis techniques, making data-driven decisions relative to revenues and profits, and making report-based strategy adjustments.

Certified: March 30, 2026