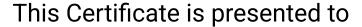
STUKENT

Certificate of Completion



Allie Wilson Holloway



IMC Simternship®

Completed on: July 25, 2025

This certificate signifies experience:

- Assessing and selecting customer profiles
- Writing a campaign message specific to the sales funnel stage and target audience
- Allocating the campaign budget based on each month within the quarter
- Choosing the right sales funnel stage applicable to the target audience
- Applying the marketing communications mix to choose media and vehicles to boost overall product revenue
- Analyzing results to make improvements during the next quarter