STUKENT

Certificate of Completion

This Certificate is presented to

Karen Melgar



Mimic Advertising

Completed on: **September 28, 2022**

This certificate signifies experience:

- Analyzing demographic and psychographic consumer data
- Arranging statements into SWOT analysis categories
- Selecting key components of a Communications Brief
- Analyzing media channel research to plan effective media outreach
- Evaluating and recommending campaign advertising
- Identifying characteristics of a target persona
- Creating a positioning statement and value proposition
- Recommending a Big Idea to guide advertising efforts
- Allocating an advertising budget
- Responding appropriately to advertising questions on legal and ethical issues