

# Certificate of Completion

This Certificate is presented to

**Keith Bowers**



## Mimic Advertising

Completed on: **May 02, 2022**

This certificate signifies experience:

- Analyzing demographic and psychographic consumer data
- Arranging statements into SWOT analysis categories
- Selecting key components of a Communications Brief
- Identifying characteristics of a target persona
- Creating a positioning statement and value proposition
- Analyzing media channel research to plan effective media outreach

