

# Certificate of Completion

This Certificate is presented to

**Class 5 Group 2 (RUIZHE, RACHEL,**



**Digital Marketing Simternship® - High School**

Completed on: **November 03, 2024**

This certificate signifies experience:

- Strategically selecting, prioritizing, and optimizing keywords
- Interpreting vanity metrics (impressions and clicks) when evaluating the value of a campaign
- Effectively allocating a budget to maximize profits
- Optimizing landing pages