STUKENT

Certificate of Completion

This Certificate is presented to

Zhewei Ruan



IMC Simternship®

Completed on: **October 09, 2026**

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